


# TIME



A wide-angle photograph of a desert landscape. In the foreground, a dark asphalt road curves from the bottom left towards the center right. The road has a white line marking on its outer edge. To the right of the road is a dry, yellowish-brown field. In the background, there is a flat desert plain with sparse vegetation, leading to a range of blue mountains under a clear sky.

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*zoom-zoom*





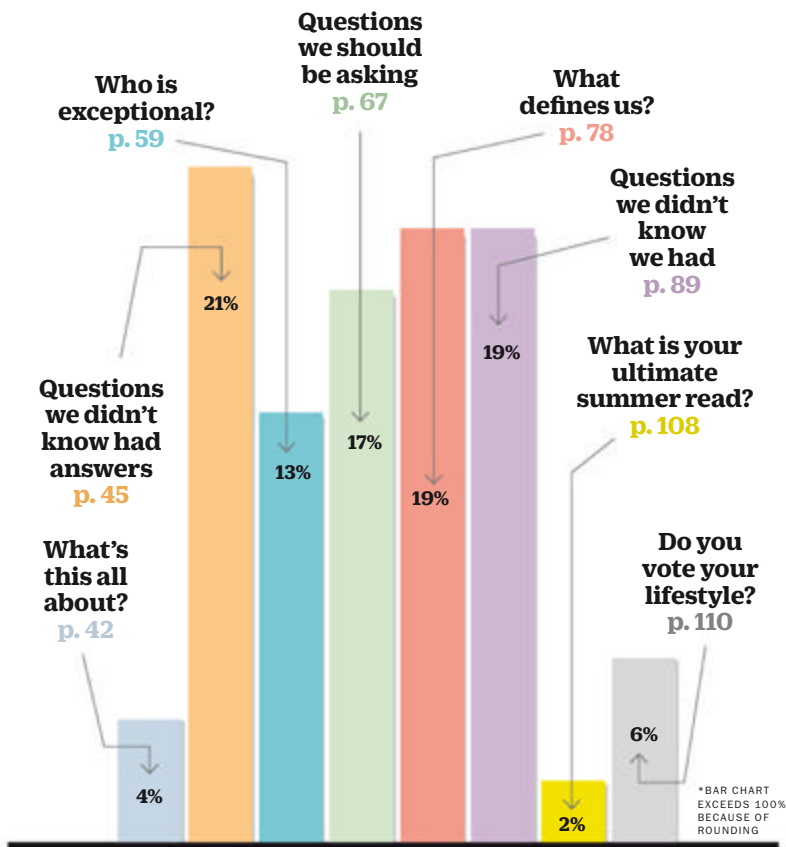
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# What's in this issue?

## 53 pages of answers

Humanity is up to its eyeballs in data. Is that a good thing? In our special Answers Issue, TIME rises above the clutter to offer a clear-eyed—and surprising—view of our world today



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# The art of turning data into answers

**MY COLLEAGUES AND I** spend our days asking questions and turning answers into more questions. But they are usually not on the order of “What does space smell like?” or “Is world peace even possible?” Which is how we’ve come to create our second annual Answers issue, in which we unleash assistant managing editor Matt Vella and a team of graphic designers, data visualizers, number crunchers and assorted obsessives to explore everything we never knew we needed to know.

In his opening essay, Lev Grossman argues that as we gain access to ever greater troves of information, it becomes harder and harder to find the meaning within the mass. Never before has there been such a need for the graphic artists who can help us look at data differently, who turn research into revelation. Our team of Emily Barone, Kelly Conniff, Allison Duda, Heather Jones, Jack Linshi, Marie Tobias and Lon Tweeten have been assembling this collection for months. When they finished, they even polled themselves about what they learned and whether they liked it (*page 42*).

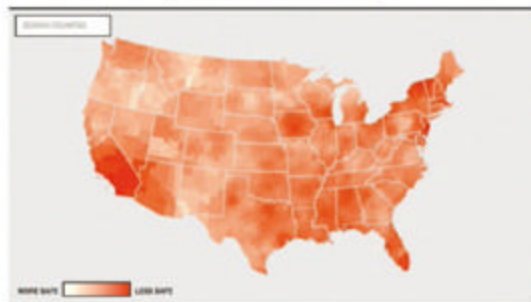
**IF YOU LOVE** this kind of storytelling, we have also just launched our digital TIME Labs project ([labs.time.com](http://labs.time.com)), a site created by interactive-graphics editor Chris Wilson to showcase our data journalism. Chris’ stories for TIME.com have consistently ranked among our most popular, including “America’s Mood Map,” which allowed readers to explore how their personalities aligned with others in different parts of the country. Visit TIME Labs for our sleep calculator, which lets you compare your slumber habits with those of 10,000 Americans surveyed by health-tracking company Withings. Our interactive map lets you “watch” America wake up and go to bed. New York is turning in the latest, at 11:54 p.m. Colorado rises first, at 7:07 a.m.

Nancy Gibbs, EDITOR



HOW SAFE AM I FROM A  
NATURAL DISASTER?

Natural Disaster (All)



**TIME LABS** The map above shows how vulnerable each U.S. county is to the risk of natural disaster. It’s produced by data, which is not often seen as the most exciting thing in the world. For many of us, the word *data* conjures up spreadsheets, scientific papers and debates about government surveillance. For the new TIME Labs, *data* means any sort of human artifact that can be represented quantitatively and analyzed by a computer. A Census record of the number of Iranian Americans living in each state is data, but so are the transcripts of *The Big Bang Theory*, the color values of each pixel in the *Mona Lisa* and the chord changes in every song Neil Young ever wrote. See more at [labs.time.com](http://labs.time.com).



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## NOW ON TIME.COM

When chef Wylie Dufresne opened wd-50 on New York City’s Lower East Side in 2003, critics were baffled by such modernist culinary inventions as root-beer pudding and noodles made from meat. Over time, Dufresne won critical acclaim and high-profile fans—and changed the way many people see food. But his influential restaurant also helped drive up rent in its once gritty neighborhood, and last year it was forced to close. TIME’s video team was on hand to film the iconic restaurant’s last supper. Watch the short documentary at [time.com/wd-50](http://time.com/wd-50).





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## What you said about ...

**NIPPING AND TUCKING** Joel Stein's June 29 cover report on the growing ubiquity of plastic surgery prompted a segment on *The Insider* that dubbed the trend "the new normal." But some readers, like Joanne Drake of Fruita, Colo., were angered by doctors' profiting from "giving selfish people makeovers" when they could be helping people in need. And Lynn Buschhoff of Denver lamented that "women continue to let themselves be snookered by the beauty industry." Mary Anne Johnson of Crown Point, N.Y., meanwhile, predicted a future trend: one in which people "will be crying because their grandmothers don't look like the grannies in their picture books, and a whole new branch of plastic surgery will emerge."

'The "everyone" getting the surgery don't live here in rural central PA.'

BECKY HOLDEN,  
Carlisle, Pa.

**RACHEL DOLEZAL** Can people choose their own racial identities? In an essay in the View, contributor Kareem Abdul-Jabbar warned against demonizing Dolezal, the former president of the Spokane, Wash., NAACP, for pretending to be African American throughout much of her career. "Bottom line: the black community is better off because of her efforts," he wrote. Some readers agreed with him. "Her life, her choice, what's the problem?" said commenter Letliv2010 on TIME.com. Julie Stenken of Fayetteville, Ark., concurred, calling Abdul-Jabbar's perspective "refreshing." But others felt he was too easy on Dolezal and that she had hurt the community she tried to help. "We need more allies to the civil rights cause," wrote kori\_cooper on TIME.com, "not people who make a mockery of it by gaining their position through deceit and manipulation."

'With intelligence, grace and gentle humor, Kareem Abdul-Jabbar renders wisdom!'

MIKE FRANZENE,  
Lake Geneva, Wis.

**NOW ON TIME.COM** For injured or ill veterans—including the more than 600,000 whose service in Iraq and Afghanistan left them with a disability—sports can provide a life-changing way to show that their strength endures. That strength will be seen in action at the Defense Department's Warrior Games, which got under way June 19 in Quantico, Va. Below, four of the 15 Wounded Warrior athletes recently profiled by TIME. Read more at [time.com/wounded-warriors](http://time.com/wounded-warriors)



1



2



3



4

1. Benjamin Koren, U.S. Air Force technical sergeant (track, archery, volleyball) 2. Jenae Piper, retired Marine Corps sergeant (cycling, field, sitting volleyball, shooting) 3. Rey Edenfield, Air Force staff sergeant (sitting volleyball, shooting, archery, track) 4. Lisa Marie Hodgden, retired Air Force master sergeant (cycling, field)

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†"Half the Cost" is based on a service comparison of the two largest contract carriers' monthly online prices for comparable individual post-paid contract service plans and Straight Talk's \$45 service plan. Excluding the cost of the phone, additional fees and limited time promotions. Source: Contract carriers' websites, March 2015.

‘The earth, our home, is beginning to look more and more like an immense pile of filth.’

POPE FRANCIS, suggesting in his encyclical on the environment that a “revolution” is needed to combat climate change



**Verizon**  
The telecom giant closed its deal to officially acquire AOL

**GOOD WEEK  
BAD WEEK**

**AT&T**  
The FCC fined it \$100 million for slowing Internet speeds for millions of customers



‘THIS CAME FROM CLEARLY A BAD PLACE, A BAD URGE INSIDE ME.’

BRIAN WILLIAMS, explaining why he fabricated personal stories while he was the anchor of *NBC Nightly News*; Williams, who was permanently replaced by Lester Holt, will take on a new role at MSNBC

66

Number of people who rode a 42-ft. (12.8 m) surfboard in Huntington Beach, Calif., setting a new world record



‘IN THIS WORLD, WITH GREAT POWER THERE MUST ALSO COME—GREAT RESPONSIBILITY.’

ELENA KAGAN, Supreme Court Justice, quoting a *Spider-Man* comic in a decision that Marvel does not have to pay royalties to the inventor of a Spider-Man toy after its patent expired



**\$1.6  
BILLION**

Amount collected by airlines in the U.S. for checked bags and reservation changes in 2015's first quarter, the most since bag fees were introduced in 2008



1,297

Number of new cops New York City plans to add to its force of 35,000 with murders on the rise



‘I find it to be shocking, disappointing and completely unlike this historically progressive and generous company.’

TAYLOR SWIFT, singer, criticizing Apple for not paying artists during the three-month trial period for its new streaming music service; the company reversed its policy less than 24 hours later



‘I forgive you.’

NADINE COLLIER, whose mother Ethel Lance was one of nine people killed in a shooting at an African-American church in Charleston, S.C., addressing suspect Dylann Roof at a bond hearing





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# The Brief

'ENERGY DRINKS HAVE "NO PLACE IN THE DIET OF CHILDREN AND ADOLESCENTS."' —PAGE 22



*A man kneels in prayer in front of a memorial at the Emanuel AME Church before a service on June 21*

## NATION

### Sorrow, symbols and the meaning of a battle flag once the war is past

By David Von Drehle

IN THE AFTERMATH OF THE MASSACRE at one of Charleston's oldest black churches, South Carolina Governor Nikki Haley declared of the Confederate battle flag that flutters outside the statehouse, "It's time to move the flag from the capitol grounds." Her words were echoed by leaders who once defended a symbol that has electrified Southern politics for decades. Republican U.S. Senator Lindsey Graham, Representative Mark Sanford, state GOP chairman Matt Moore and many others have decided the moment has arrived to stow the gauzy language of "heritage" and acknowledge the hateful baggage of the star-spangled X on the blood red field. Walmart, with its finely tuned finger on the pulse of Middle America, announced that it would no longer sell battle-flag-emblazoned

merchandise; Amazon and other major retailers quickly followed.

Governor Haley and the others have the right idea. Though many Americans sport the X via truck decal, T-shirt or beer cozy without any racist intentions, the flag is also a go-to symbol for white supremacists and has been for a very long time. A century before accused Charleston gunman Dylann Roof illustrated his racist manifesto with flag-decked photos, the banner flew over meetings of the Ku Klux Klan. It was the insignia of Strom Thurmond's 1948 pro-segregation presidential crusade. A guest of honor waved it from the dais behind George Wallace as the Alabama governor declared in 1963, "Segregation now, segregation tomorrow and segregation forever!"

What Haley got wrong was the

calendar. The time to move the flag was way back in 1962, during the administration of Governor Ernest “Fritz” Hollings, a Democrat, when it was first flown on the statehouse flagpole during the hot days of the civil rights movement. The self-defeating nostalgia of the Jim Crow South was a mistake from the start.

That most perceptive observer of American society, Alexis de Tocqueville, noted even before the Civil War that slavery and the doctrine of white supremacy were an impediment to development in the slave states. Traveling in the Ohio River Valley during the 1830s, he contrasted the rapid growth of the state of Ohio with the lagging economy of nearby Kentucky. “These differences cannot be attributed to any other cause but slavery. It degrades the black population and enervates the white,” Tocqueville concluded. “Slavery threatens the future of those who maintain it, and it ruins the state.”

What people ever embraced a catastrophic addiction with more romantic justifications? *Gone With the Wind* remains among the most successful films in Hollywood history. For millions of Americans, the Confederate flag has represented an imaginary time when all men were gallant, all ladies were plucky and all slaves were cheerful—before the serpent of modernity slipped into the Eden of the South. This fiction enabled Jim Crow: a systematic decision to hinder the advancement of a huge share of the Southern population. Rather than recover from the war, the South wallowed in it. By some measures, the states of the Confederacy required more than 100 years—and the forced end of segregation—to regain the economic ground lost in the disastrous attempt to break up the United States and form an independent empire for slavery.

Those Southerners who now look with wise eyes at the gleaming office towers of Dallas, Atlanta, Charlotte and northern Virginia; who ponder the youthful vibrancy of Austin, Nashville and Miami; who count the tourist dollars spent in Orlando or the cars built in Spring Hill, Tenn., Greenville, S.C., and Vance, Ala., realize that none of this was possible until forces of change finally drove old Dixie down. Some say air-conditioning made the New South possible, but in fact it was the cool breeze of freedom.

With the tide turning against the flag, former U.S. Representative Ben Jones of Georgia, a Democrat who now speaks for the Sons of Confederate Veterans, begged to preserve it as a symbol of honorable forebears who fought for home, not hate. He rightly noted that slavery lined pockets in the North as well as the South.

Yet family runs in both directions, and sons of the Confederacy are also fathers of tomorrow’s South. And tomorrow has no need for a battle flag because the war is over.

## TRENDING IN WORLD



France summoned the U.S. ambassador to Paris on June 24 over claims by whistleblower group WikiLeaks that the **U.S. National Security Agency spied on President François Hollande** and his two predecessors. Hollande’s office called the revelations “unacceptable.”



A U.N. report found that both Israel and the Palestinians may have committed **war crimes during the 2014 Israel-Gaza conflict** that killed 71 Israelis and 2,220 Palestinians. Israel said the report was “politically motivated and morally flawed,” while Hamas said it equated “the victim and executioner.”



Scottish soccer team Partick Thistle unveiled Kingsley, a new yellow mascot that has been **compared to Lisa Simpson and Lord Voldemort**. Kingsley, designed by artist David Shrigley, marked the team’s major sponsorship deal with U.S.-based firm Kingsford Capital.

## EXPLAINER

# How ISIS is winning the propaganda war

A new Europe-wide police unit launching July 1 hopes to combat the militant group’s skill at online recruitment. Here’s how ISIS has dominated the digital battleground, helping attract an estimated 5,000 foreign fighters from Western Europe since 2012:



### TWITTER SAVVY

ISIS uses its vast network of Twitter “fanboys” to organize hashtag campaigns and boost its social-media presence. There are at least 46,000 ISIS-linked Twitter accounts; when accounts are banned, users simply create new ones.



### FRIENDING FANS

Jihadists use memes and emojis to speak to future recruits as equals, offering empathy alongside photos of kittens and Nutella. Difficult-to-monitor messaging platforms like Kik and WhatsApp allow them to contact recruits directly.



### SLICK PRODUCTION

ISIS’s Al Hayat Media Center specifically targets non-Arabic speakers, producing videos in German, English and French that range from one-minute “Mujatweet” videos to an hour-long, professionally edited film called *The Flames of War*.



### READING MATTER

Al Hayat has published nine issues of Dabiq, a glossy online magazine romanticizing life in the group’s self-styled caliphate. It also uses classic Islamic texts to assert ISIS’s religious authority over all Muslims.

## DIGITS

# 10%

The approval rating of Brazilian President Dilma Rousseff, as she struggles to handle a corruption scandal at state energy giant Petrobras







**GUNPOWDER PLOT** A member of the Afghan security force stands in front of a ruined building in Kabul on June 23, one day after the Taliban attacked the Afghan parliament, killing two civilians and injuring dozens. Six gunmen were shot dead trying to storm a meeting of high-profile lawmakers after a large car bomb was detonated outside the parliament gates. The Taliban has made considerable gains in this year's summer fighting season. *Photograph by Ahmad Masood—Reuters*

## SPOTLIGHT India's publicist in chief

PRIME MINISTER NARENDRA MODI'S push to celebrate yoga, culminating in International Yoga Day on June 21, was criticized by some minority groups for promoting rituals linked to Hinduism, a charge Modi's Hindu nationalist party denies. But the Premier's championing of yoga fits a pattern of showy initiatives since he came to power in May 2014:

**BUDDHISM** Modi has been eager to promote India as the birthplace of Buddhism to its 488 million adherents worldwide, even visiting sacred sites in Japan, China and Sri Lanka.

**DIGITAL DIPLOMACY** Modi has used his popularity on social media to raise India's profile; he tweets at fellow world leaders, welcomes foreign investors to India and announced President Barack Obama's visit to India on the platform.



Indian Prime Minister Narendra Modi surprised participants by leading exercises on International Yoga Day

He has 29 million Facebook fans and uses China's microblogging site Weibo.

**STADIUM TOURS** Modi has reached out to India's 25 million-strong diaspora during his frequent trips abroad. He packed New York City's Madison Square Garden in September, and Indian media reports say he is planning an event at London's Wembley Stadium this year.

—NAINA BAJEKAL

## SHORT LIST

### WHERE RELICS ARE LOST TO WAR

Amid a global outcry, ISIS blew up two historic shrines in the ancient Syrian city of Palmyra on June 23. The world's cultural artifacts have fallen victim to conflict before:



#### Bamiyan, Afghanistan

In 2001 the Taliban destroyed two giant 6th century statues of Buddha carved into a sandstone cliff, saying they were idolatrous.



#### St. Petersburg

Elaborate 18th century amber panels went missing in 1945, four years after German soldiers looted them from a palace chamber.



#### Sarajevo, Bosnia and Herzegovina

Rare manuscripts were among 2 million books destroyed during the Bosnian war when a mortar hit the national library in 1992.

THE RISK REPORT

# Greece got itself into its huge debt mess—but Europe can't leave the country adrift

By Ian Bremmer

IT'S EASY TO CONDEMN THE POSTURING OF GREECE'S Syriza-led government in its battle with its European creditors. Greece ran up a major debt and must pay. If Greece can walk away from its commitments, it will only need more bailouts in the future. Its creditors offer bitter medicine, but medicine is what's required, and Athens must swallow it.

But look beyond Syriza's amateurish posturing and see the ordeal the Greek people have already endured. Spain, Portugal and Ireland have lost less than 7% of GDP since the euro-zone crisis began. Greece has lost 26%. Nearly 1 in 5 Greeks can't meet daily food expenses. Homelessness is rising. Rates of HIV infection have doubled since 2011 as unemployment pushes more young people toward drug use and treatment funding is sharply cut. In Norway, the child-poverty rate is 5.3%. In Greece, it's 40.5%. The *British Medical Journal* has found a "significant, sharp and sustained increase" in suicides.

Greece has taken extraordinary steps to meet the demands of its creditors. Over the past five years, it has cut spending and raised taxes on a scale equivalent to 30% of GDP. No other euro-zone government has done nearly so much. Pension benefits have been cut and the retirement age raised to 67. And for every euro in bailout funds, the Greek government receives less than 20%. The rest goes to bankers and bondholders.

Both must be paid back, but Greece must eventually grow its economy as well. Today that's more of an aspiration than a plan, but if

the medicine used to cure this country's profligate political culture leaves a generation of citizens flat on their backs, how can Greeks apply lessons learned and get back to work?

For Europe, the biggest risk is not that Greece will escape its responsibilities, encouraging other countries to try the same trick. It's that this polarizing crisis could further fuel anti-E.U. sentiment across the continent. Anger at European institutions has boosted old and new parties of both the left and right: Syriza and Golden Dawn in Greece, Podemos in Spain, the U.K. Independence Party in Britain, the National Front in France, Alternative for Deutschland in Germany, the Five Star Movement in Italy and others.

It is the growth of these parties, and the public anger they represent, that poses the biggest threat to further European reform and the entire European project.

**This polarizing crisis could further fuel anti-E.U. sentiment across the continent**



A protester at a pro-European demonstration in Athens

## Tensions rise between the U.S. and Russia

The Pentagon has announced that it is sending tanks, artillery and other military supplies to U.S. allies in Eastern Europe. The total amount of equipment is equivalent to a brigade's worth, or as a senior U.S. military official put it, not quite enough to "fill up the parking lot of your average high school."

Still, the move is provocative, aimed as much at Vladimir Putin as it is at Washington's wobbly European allies. On June 22, E.U. Foreign Ministers decided to extend sanctions against Moscow over the Ukraine crisis. Imposing those sanctions, and bearing the brunt of Russia's counter-sanctions, is taking a toll. But Washington needs a united front against the Kremlin. Positioning the equipment is enough to ramp up tensions but not nearly enough to convince Russia to back off. Bottom line? We're heading for escalation with Russia.

## How Pope Francis filled a global leadership vacuum

Amid the din in Europe, one voice has risen above the rest: that of Pope Francis. The substance of his encyclical on the environment wasn't particularly groundbreaking; that it was received with such surprised fanfare speaks to how little we expect from religious figures when they weigh in on science.

The real takeaway is that there's an obvious gap in global leadership. The Pope stepped into that role admirably, but it's remarkable how much we now depend on a person who rose through the ranks of a conservative institution like the Catholic Church. Would it have been better if the same message came from someone like the Secretary-General of the U.N.? Maybe so, but it would have fallen on deaf ears.

*Foreign-affairs columnist Bremmer is the president of Eurasia Group, a political-risk consultancy*





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## TRENDING IN NATION



Families of U.S. hostages will be **allowed to pay ransom to terrorist groups** without fear of prosecution, President Obama said on June 24. The government will still be barred from paying ransom directly. The move comes after pressure from the families of Americans killed by ISIS.



Americans are **expected to drink less coffee for the first time in almost six years**, according to a new USDA forecast. The popularity of single-serve pods, which allow drinkers to make a cup rather than a pot, are thought to be a key factor in the decline.



President Obama's push for an **ambitious trade pact was revived** after the Senate voted June 23 to grant him expanded negotiating power to enact a 12-nation Trans-Pacific Partnership. Republican support helped the measure pass over widespread Democratic opposition.

## RESEARCH REPORT

# Pot has become easier to study. Not a moment too soon

ON JUNE 18, DELAWARE BECAME THE 19TH state to decriminalize possession of small amounts of marijuana, joining a growing number of U.S. cities and states that have loosened restrictions on the drug. But pot remains illegal under federal law, which has made studying its effects particularly challenging. That may finally be getting easier. On June 22, the White House announced that cannabis researchers will no longer have to submit proposals to the U.S. Public Health Service, lifting a major bureaucratic hurdle. "Scientists need to be a part of making policies, and the only way we can do that is through fast research so we can answer some of the questions that the public is asking," says Yasmin Hurd, who has researched the drug at Mount Sinai Hospital in New York City. Despite the challenges, pot researchers have turned up some interesting recent findings. Here's a short guide to the latest:

**BUYER BEWARE** A study published in the June 23 issue of the *Journal of the American Medical Association* found that most of the 75 edible marijuana products researchers purchased in Los Angeles, San Francisco and Seattle inaccurately

labeled the potency of the treats' THC, the psychoactive ingredient in pot. Some 60% had less THC than advertised, while around 20% had more—a variation researchers attributed to a lack of industry standards and regulations.

**MIXED VERDICT ON MEDICAL USE** A review of 79 randomized clinical trials of nearly 6,500 patients, also published in *JAMA*, found limited existing evidence of marijuana's benefit for some medical conditions. The researchers found "moderate-quality" evidence that marijuana helped with chronic pain and reduced muscle spasticity in patients with multiple sclerosis. However, they found only low-quality evidence that it helped with nausea caused by chemotherapy and weight gain for patients with HIV and no reliable evidence that it improved psychiatric conditions like depression or relieved eye pressure in patients with glaucoma—all conditions that can qualify people for medical marijuana under state laws.

**WEED BEHIND THE WHEEL** The spread of legalization has raised an attendant question: Can adults drive safely after using? A study from the National Institute on Drug Abuse offers new data on marijuana's impact on driving performance. Researchers tested drivers after 10 minutes of drinking and 10 minutes of inhaling pot. Observing the level of their driving impairment, they found that drivers with a blood concentration of THC of 13.1 µg/L showed a level of weaving similar to drivers with a breath-alcohol concentration of 0.08%—the legal limit in most states. Another finding: while alcohol increased the number of times a car left its lane and the speed of weaving, marijuana did not. —Eliza Gray



## BY THE NUMBERS Nevada's new water woes

Lake Mead recently sank to a record-low 1,075 ft. (328 m). Here's how that could have a major impact:

# 90%

Percentage of Las Vegas' water supplied by Lake Mead

# 2.1 GW

Hydroelectric capacity of Lake Mead's Hoover Dam. The drought has reduced power generation

# 1983

The last year that Lake Mead was officially full



## Milestones

### SIGNED

By Hawaii Governor David Ige, legislation that would make his state the first to raise the **legal age for smoking** to 21, beginning next year. The rising popularity of e-cigarettes among Hawaiian teenagers drove lawmakers' concern.

### DIED

**James Horner**, 61, composer of scores for *Avatar*, *Braveheart* and many other movies. He won two Academy Awards for his work on *Titanic*.

► **Dick Van Patten**, 86, actor known for playing the father on the TV series *Eight Is Enough* as well as for roles in *Mama* and *The Love Boat*.

► **Daniel Villanueva**, 77, a founder of the Spanish-language broadcast giant Univision.

► **Gunther Schuller**, 89, Pulitzer Prize-winning composer who combined classical and jazz in the "Third Stream" genre.

### SENTENCED

Boston Marathon bomber **Dzhokhar Tsarnaev**, to death by a federal judge. He apologized in court to his victims and their families for the first time, saying, "I am sorry for the lives that I've taken."



*Salter was known for novels like A Sport and a Pastime and Light Years*

### DIED

## James Salter Novelist

YES, THERE WERE THE LAPIDARY sentences—so extraordinary in their word-choosings and their rightness about human response to life's exigencies that the rest of us, his adoring colleagues and writer pals, just shook our heads: you couldn't teach that, or learn it. It's genius. But James Salter, who died at 90 on June 19, lived anything but a Flaubertian life of tweezing self-scrutiny. He was a flinty, handsome West Pointer who flew F-86s in Korea, a Paris habitué, a screenwriter, a master of all the storytelling genres, who wrote vividly (and memorably) about sex and often about East Coast you might not want to share an up-town cab with but whom he made be, with those breathtaking sentences, transactors of a specific and specifically American moral gravity. That's why you read him: what he wrote is important. He was also modest though not humble, precise, funny about himself, snake-smart and a great guy just to wander out with into a summer night for a drink on the Boulevard Saint-Germain. —RICHARD FORD

**Ford** is the Pulitzer Prize-winning author of *The Sportsman*

### WON

## Jordan Spieth, the U.S. Open

JORDAN SPIETH IS A math problem who wields a 3-wood. To win all four golf majors in a year, which no player in history has done, Spieth must beat more than 100 fellow pros over four days, on four different courses, in four different tournaments. The odds seem infinitesimal.

But why not a Grand Slam for Spieth, who clinched his first U.S. Open title on June 21, becoming the first golfer since Tiger Woods in 2002 to win the Masters and U.S. Open back-to-back? Spieth took the title after Dustin Johnson missed two putts on the 18th hole, handing Spieth a one-stroke win. That Spieth clearly felt bad for Johnson in his moment of defeat only adds to Spieth's appeal. At 21, Spieth is preternaturally composed. His gifted game has already conquered two majors. Up next: the laws of probability.

—SEAN GREGORY



## DATA

### GLOBAL OBESITY RATES

New data shows the percentage of overweight or obese Americans remains high (66%) despite new health laws. Here's how other countries fare:



**86.1%**

Tonga (Polynesia)



**69.3%**

Mexico



**61.8%**

U.K.



**20.1%**

India



**4.4%**

North Korea

SOURCE: THE GLOBAL BURDEN OF DISEASE STUDY

# GOP candidates take new ‘*Si se puede*’ approach to Latinos

By Philip Elliott / Las Vegas

THE PAPERWORK OFFICIALLY MAKING JEB BUSH THE third member of his family to seek the presidency arrived at the Federal Election Commission via courier on June 15, just hours before the former Florida governor’s son touched down in Reno, Nev. The 39-year-old George P. Bush, fluent in Spanish and with maternal roots in Mexico, was on a mission: pitch a crucial, diverse swing state on his father’s commitment to bringing the Republican Party into the 21st century.

“Republicans do not have to change their conservative views to gain Hispanic votes,” announced the younger Bush, the land commissioner of Texas. “My father believes we need to reach out and talk about our values and beliefs.”

When one potential supporter asked him in English if Jeb Bush would make his bilingual skills part of the campaign, the junior Bush took the bait: “*Claro que sí*,” he said—of course he would—before noting that he was already keeping score. Florida Republican Marco Rubio, another top-tier, bilingual Republican candidate, had also dropped a Spanish section into his announcement. But it was just a “few words,” George P. joked playfully. “Dad devoted a significant portion.”

It was a nice summary of a key subplot in the 2016 Republican race. Gone are the days when candidates tried to outmuscle each other with tough immigration rhetoric about longer, taller border fences or deeper moats. The new game is to show you are attuned to a fast-growing bloc of Americans whose political heft is set to double from 2012 to 2030.

When pro-immigration-reform hecklers interrupted Jeb Bush’s kickoff speech near Miami, where salsa music blared before he came onstage, he didn’t dismiss them. Instead he told them he would work with Congress to overhaul the immigration system. He turned up days later on *The Tonight Show With Jimmy Fallon* to slow-jam in Spanish and tout his guacamole-making skills. And when he sat down with ABC News’ David Muir in Iowa, the two conducted part of their interview in Spanish.

It’s an approach that has begun to break through on the ground in Nevada, where Barack Obama won 71% of the Hispanic vote in 2012. That new effort could be good news for Republicans, who have scant chance at reclaiming the White House without performing better than 2012 nominee Mitt Romney did in Latino-rich states like Florida, Colorado and Nevada. “When you listen

to Jeb Bush speak, you think he’s one of us. I don’t feel that with Marco Rubio or Ted Cruz. Jeb Bush is closer to us,” says Jesus Marquez, a 40-year-old Las Vegas resident and first-generation Mexican American who met George P. Bush when he visited a Mexican restaurant in Las Vegas. “His kids are Mexican American, basically.”

**THESE ARE THE SOUNDS** of a party trying to rebrand itself. As recently as a couple of years ago, a bipartisan effort to overhaul the nation’s broken immigration system passed the Senate only to die in the Republican-led House, as the rank and file rebelled at the notion of a path to citizenship for immigrants in the country illegally. From the sidelines, conservative pundits jeered the reform effort, which was led by future White House hopefuls Rubio and Senator Lindsey Graham of South Carolina. The effort went nowhere.

Lately the jeering voices have been more muted and belong to fringe figures like Donald Trump, who announced his campaign by describing most Mexicans who cross the border as criminals and rapists. (“Some, I assume, are good people,” he added in an aside.) But Republican voters, even in early primary states, appear open to argument. Bush and Rubio, who both say they would sign a bill offering a path to citizenship for undocumented immigrants under the right circumstances, now find themselves atop the GOP polls nationally; a recent NBC/*Wall Street Journal* poll found that three-fourths of Republicans could see themselves supporting either Floridian for President, placing them both well ahead of the rest of the field. “Clearly, folks are doing the math, and they understand that Latinos are going to decide who the next President is,” says Cristóbal Alex, president of the Democratic-backing Latino Victory Project.

**THIS SHIFT BEGAN** months ago. After Romney’s bruising loss in 2012, in which he suggested that the undocumented “self-deport,” the Republican National Committee

‘Republicans do not have to change their conservative views to gain Hispanic votes.’

GEORGE P. BUSH,  
Texas land  
commissioner

Ted Cruz,  
left, and  
Marco Rubio







Jeb Bush, inside a food truck in Miami, signed autographs on June 15

convened a commission of some of the GOP's brightest—and most outspoken—operatives to figure out how to avoid a repeat loss. Sally Bradshaw, Jeb Bush's longtime consigliere, was among the five co-chairs of the effort that produced a brutally blunt report, dubbed internally "the autopsy." "Unless the RNC gets serious about tackling this problem, we will lose future elections," the Bradshaw-led commission concluded. "Hispanic voters tell us our party's position on immigration has become a litmus test, measuring whether we are meeting them with a welcome mat or a closed door."

Not all are convinced. Two other presidential contenders, Senator Ted Cruz of Texas and Senator Rand Paul of Kentucky, voted against Rubio's immigration bill, even as Paul embraced the idea of a path to citizenship. Wisconsin Governor Scott Walker, who once backed a pathway to citizenship, reversed course this year to call for tougher limits on even legal immigration.

**BY NEXT YEAR**, Hispanic support may matter nowhere more than in Nevada. Its Latino population almost doubled from 2000 to 2010 and now accounts for 16% of the electorate. An estimated 210,000 Nevadans are in the state illegally—almost 8% of the population and 10% of its workforce. At the same

time, 18% of its K-12 students have at least one parent with dodgy immigration standing. The GOP's challenge is not going to age out, as the demographers say.

Yet even in Nevada, Republican efforts to embrace Latinos are no better than halfhearted. As George P. Bush left the state, the major umbrella group for Latino elected and appointed government officials from around the country was flying in for an annual conference. Democratic front runner Hillary Clinton and her top rival, Senator Bernie Sanders of Vermont, addressed the crowd, while Rubio and Cruz—both elected officials that the conference is supposed to draw—stayed away.

In their absence, representatives for the LIBRE Initiative, an effort funded in part by Republican donors Charles and David Koch to reach out to Latinos, worked the crowd, trying to convince officials that conservatives weren't fire-breathing monsters. "When a conservative engages with the Latino community and respects them and makes the case on ideas, you're going to be rewarded," executive director Daniel Garza says.

There were inklings of Democratic concern. When asked if a presidential candidate like Bush could do well among Hispanic voters, Representative Ruben Gallego, an Arizona Democrat, let out a sigh. "It could happen," he said.

## 2016 CAMPAIGN TRACKER

**'Our problem is not all kooks and Klansmen. It's also in the cruel joke that goes unchallenged.'**

—HILLARY CLINTON,  
SPEAKING ABOUT RACISM ON  
JUNE 20 IN SAN FRANCISCO

## 30%

The share of New Jersey voters who approve of Governor **Chris Christie** as he prepares to announce his presidential campaign, a new low for the Fairleigh Dickinson University poll



Wisconsin Governor Scott Walker took power away from **his state's public-sector unions**, then weakened private-sector ones by signing "right to work" legislation. Now the conservative presidential aspirant takes aim at college-faculty tenure in what he calls a bid to control costs.

## 5,500

The size of a crowd, estimated by the University of Denver, that greeted Vermont Senator **Bernie Sanders** for a June 20 campaign rally there.



Louisiana Governor Bobby Jindal **announced his presidential campaign on June 24**, leaving most Americans asking, "Who?" Jindal has been among the most active presidential hopefuls for years but polled 0% in the latest NBC News/*Wall Street Journal* survey.

—Zeke J. Miller

# Energy drinks have doctors worried—but business is booming

By Alexandra Sifferlin

HEATHER CHACE, A BIOLOGY TEACHER AT STROUD High School in Oklahoma, says she first started noticing her students occasionally drinking energy drinks about six years ago. Now she sees them chugging them on a daily basis—leading to conversations about their “hearts racing” and their “feeling shaky,” she says.

They’re not alone. About 50% of adolescents consume energy drinks, according to a recent report in *Pediatrics*, and 31% do so on a regular basis, increasingly opting for energy drinks over soda. It’s no surprise, given that a March 2015 report in the *Journal of Nutrition Education and Behavior* showed that over 46% of energy-drink ads on TV aired on channels that appeal to adolescents, like MTV, Fuse and BET, helping put the U.S. energy-drink business on track to grow more than 11% by 2019, to an estimated \$26.6 billion in annual revenue. But as the industry booms, so does concern about whether energy drinks are safe for kids and teenagers.

The Center for Science in the Public Interest has called on the U.S. Food and Drug Administration to add safety warnings on energy-drink bottles. Senators Edward Markey, Dick Durbin and Richard Blumenthal have called for a ban on marketing to minors. And the American Academy of Pediatrics went so far as to say energy drinks have “no place in the diet of children and adolescents.” Their reasoning: unlike coffee and soda, many energy drinks contain two or more stimulants, including the natural-sounding supplements guarana and ginseng. How all these ingredients work together is unknown, but many experts say it appears to be a risky mix.

A 2010 study, for example, found that sugar-free energy drinks affected the heart in a way that scientists think increases the risk of adverse heart events in susceptible people. Other research says the drinks make it harder for kids to pay attention in school; scientists recently found that middle schoolers who consume sugary energy drinks are 66% likelier to display symptoms of hyperactivity than those who don’t. And a handful of lawsuits are under way alleging that popular brands such as Monster and Red Bull have been responsible for the deaths of minors. In some cases, the people who died had an underlying heart condition.

Energy-drink companies say their products are safe and contain no more caffeine than a cup of coffee. But experts are seeing problems with energy drinks that they just don’t see

with soda and coffee, says Amelia Arria, director of the University of Maryland School of Public Health’s Center for Young Adult Health and Development. Indeed, energy drinks have been linked to more hospital visits than coffee or soda, says Arria. “Why it’s different, we still need to know. Scientists and clinicians have real concerns.”

**IN THE U.S.**, when spinach gets contaminated with salmonella or ice cream carries listeria, manufacturers yank them from supermarket shelves and shoppers are alerted. But when an energy drink is blamed for sending someone to the hospital, the regulatory and public-health aftermath is murky.

That’s in part because of the way energy drinks are regulated. Companies can market a product as a dietary supplement or as a food, neither of which requires premarket safety approval by the FDA.

Another challenge is that it’s hard for public-health experts to prove definitively that energy drinks are safe—or unsafe—for everyone who drinks them. It would be considered unethical to design a study in which scientists wait to see if people have dangerous reactions to a product. Energy drinks are also hard to study because their ingredient blends are often proprietary, so scientists don’t know exactly how much of a given ingredient is in the can or bottle.

The FDA does collect consumer health complaints: supplement companies are required by law to file such reports, whereas beverage makers are asked to do so voluntarily. But when those reports are filed with the FDA, they are not automatically made available to consumers or even scientists.

TIME learned through a Freedom of Information Act request that from January 2012 to November 2014, the FDA received 224 adverse-event reports from energy-drink companies, including 5-Hour Energy, Full Throttle, Jolt Energy Drink, Monster Energy, Nos, Red Bull, Rockstar, AMP Energy and Venom Energy. Six of them reported that a death had occurred. (Because of the nature of the reports, no more information is available about those cases, including how many of them involved minors.)

**‘We just don’t see the same safety concerns with coffee. With energy drinks, scientists and clinicians have real concerns.’**

AMELIA ARRIA,  
University of Maryland





## MORE 'NATURAL' HIGHS?

Many energy drinks contain ingredients other than caffeine that may perk you up. Here are some other things that may be adding to the buzz.

### GINSENG

This ancient root is a stimulant. The National Institutes of Health (NIH) caution that caffeine and panax ginseng should not be taken in combination, saying this "might cause serious problems, including increased heart rate and high blood pressure."

### GUARANA

This plant naturally contains large amounts of caffeine, so its presence in an energy drink increases the drink's total caffeine content, according to the NIH.

### TAURINE

The amino acid that supports brain development occurs naturally in the body and is generally thought to be safe in the amounts used in supplements and drinks. In large amounts, however, it may increase heart rate and cause nervousness.

"In the absence of a therapeutic benefit [from energy drinks], the only acceptable number of adverse events is zero," says Dr. Steven Lipshultz, pediatrician in chief at Children's Hospital of Michigan. "We are not at zero."

The American Beverage Association, a trade group that represents energy-drink companies, says many of these products bear voluntary warnings that they're not recommended for children, pregnant or nursing women or people sensitive to caffeine. Representatives from Red Bull, Monster and other

companies told TIME they do not market their products to kids.

But some critics aren't buying it. For instance, Monster hosts a social-networking site called the Monster Army, where kids as young as 13 post photos of themselves doing things like skateboarding in Monster gear. "A web-site that says 'Join my club' is not geared to adults," says Dr. Marcie Schneider, co-author of the AAP statement on energy drinks.

It's unlikely that the question of energy drinks' safety for children and

teens will be resolved anytime soon. For now, the FDA says it will continue looking into the safety of caffeine in food products, including energy drinks. "As part of our review," agency spokesperson Theresa Eisenman says, "we are considering the current state of the science for potential health effects ... with an emphasis on specific populations, such as pregnant women or children."

In the meantime, Oklahoma teacher Chace says she advises students to be careful—and doesn't allow any drinks besides water in her classroom.

WORLD

# Besieged by ISIS, Syrian troops try to hold back the militant group

THE PEOPLE OF DEIR EZ-ZOR ARE surrounded—and scared. Fighters from the Islamic State of Iraq and Greater Syria already control about 40% of this city in Syria's eastern desert and have encircled the rest of the town in a siege that began in December. The 228,000 people still living under Syrian-government control have every reason to be afraid.

The photographs in these pages were taken by a Western photographer whom TIME has agreed not to name out of concern for his safety and who worked in the government-controlled part of Deir ez-Zor. (The photographer was given access to the military by the dictatorial regime of Syrian President Bashar Assad and was protected by government bodyguards. He says the government allowed him to take photographs without hindrance but that the people he spoke with were unlikely to be able to talk freely.)

The government-controlled section of Deir ez-Zor is the largest community of people in Syria under siege from any side in the civil war, according to the U.N. Normality alternates with anxiety. Thousands of students attend the university, and the schools remain open. But when news spreads of a new supply of cigarettes or bread, lines form rapidly.

The soldiers the photographer met seemed determined to fight on, knowing that defeat would almost certainly result in their slaughter. The local Sunni Shaitat tribesmen, who fight alongside the army, have witnessed ISIS's brutality. After the tribe resisted the ISIS takeover of the local oil fields last July, the militants executed at least 700 of them, according to locals and a human-rights group. Few doubt that the fate of the defenders of Deir ez-Zor will be similar if ISIS prevails.

—CONAL URQUHART







*A Syrian government soldier fires a machine gun at ISIS positions on the other side of a street in the city of Deir ez-Zor*







*Clockwise from top left: A judge sits in his temporary courtroom; a soldier uses his cell phone; a young woman crosses a street; a 32-year-old man injured by a mortar is treated in a hospital—he later died*





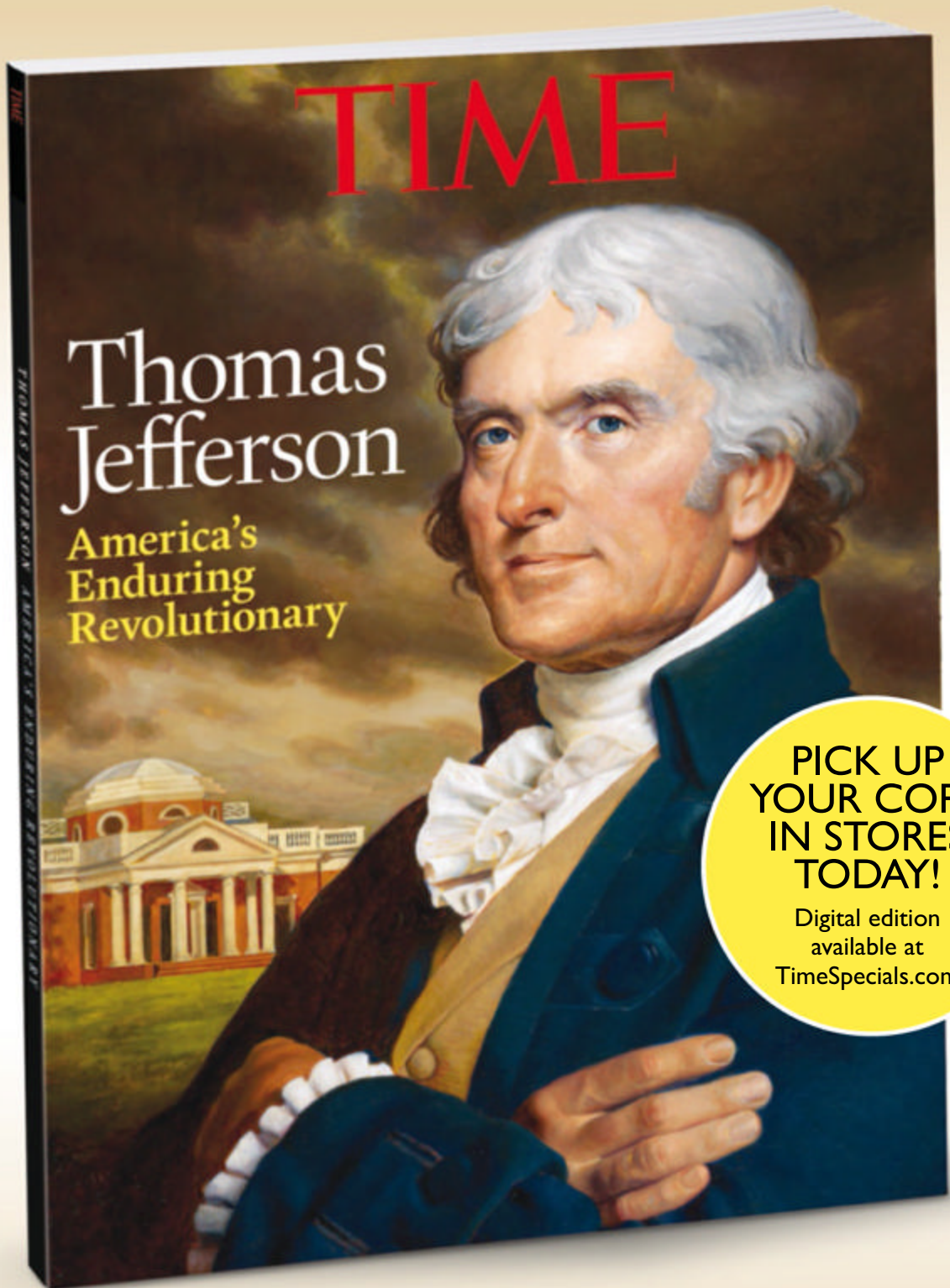






*A view of the ISIS-controlled part of the city shortly after an explosion, possibly caused by a rocket-propelled grenade*

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# The View

'TAYLOR SWIFT ... DISTINGUISHED HERSELF AS MORE THAN AN ARTIST; SHE'S A LEADER.' —PAGE 37



*"Shaming videos" are going viral, logging tens of millions of views on YouTube*



PARENTING

## Why parents should not punish kids with public shaming

By Susanna Schrobsdorff

THE STORY WAS SO DISTURBING, IT instantly became the latest parable of punishment in the digital age. A dad in Tacoma, Wash., filmed his 13-year-old daughter with her long hair cut off and piled on the floor around her. She was being punished for sending a boy a racy photo. "Man, you lost all that beautiful hair," says his voice in the background. "Was it worth it?"

That video went viral—especially after news spread that within days, she had jumped to her death from a highway overpass. Outraged YouTube viewers called for the father to be criminally prosecuted. There were headlines all around the world: TEEN COM-MITS SUICIDE FOLLOWING FATHER'S PUBLIC SHAMING. The truth is more complicated. According to police, he never meant the video for public

consumption, only as a reminder to her. She was the one who shared it with friends, before it found its way online. But however complex the motives for her suicide, the tragedy became the latest exhibit in the fierce debate over discipline, decency and the power of technology as a parenting tool.

A child's defiance can ignite in parents a potent mix of fury, shame and desperation. Maybe it's biological—part of the quest to ensure the survival and success of the next generation. Maybe it's just ego. But these emotions are as intense as any that humans have, and they fuel the desperate search for effective discipline.

Only now the lens replaces the lash. In dozens of recent news videos, kids, mostly tweens and teens, stand on street corners holding signs

with damning, almost biblical texts: I'M A LIAR AND THIEF. WHEN I GROW UP I WANT TO GO TO PRISON. I AM ON THE ROAD TO FAILURE! I'M A SELF-ENTITLED TEENAGER. Sometimes the children are openly crying. Sometimes they're silent. Sometimes the signs include a defense of the parent: I'VE EMBARRASSED MYSELF AND MY MOTHER BECAUSE SHE TAUGHT ME BETTER, said one 13-year-old girl's sign. Other signs invite participation from passersby: I AM A BULLY. HONK IF YOU HATE BULLIES.

There are also a growing number of videos of kids with their hair shorn as punishment for anything from bad grades to losing an iPad. One dad asks his son to hold up his failing report card for the camera. The tactic has become so popular in Snellville, Ga., that a barber specializes in ugly "old man" haircuts for misbehaving kids.

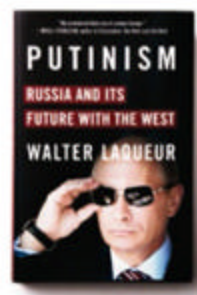
This kind of shaming prompted Illinois state representative La Shawn K. Ford to propose legislation this month that would penalize parents who use social media to humiliate, intimidate or cause emotional distress to their children. "The Internet is forever," says Ford. "These videos could have an effect on a child's whole life, maybe cost them a job someday." Parents found guilty of cyber-bullying would pay a fine that would be kept in escrow for the child until they're 18. Ford is also planning town halls with psychologists to discuss the dangers of publicly ridiculing kids.

When reporters ask parents or guardians why they've resorted to such tactics, they often say they've tried everything else. And the fear that a child will skid irrevocably off the rails unless a parent does something drastic is as genuine as the anger. "Some people think these parents are evil, but they're not," says Norma Simon, a psychologist and former director of the New Hope Guild Center's training programs for child and adolescent therapy in New York City. "They're desperately trying to solve a problem, even if their solution is damaging." And that's the catch: whether or not you believe shaming a child is wrong, it usually doesn't work as a deterrent. This is particularly true for teens, whose healthy development hinges in part on their ability to establish social currency. "The reaction to shame is an inherent sense that you're no good, that you're damaged as a person," says Simon. "And if you're no good, what hope do you have of correcting what's going on?"

Social-media discipline often becomes a solution that creates more problems than it solves. Just ask the dad who shot up his daughter's laptop on camera three years ago because of a disrespectful letter she wrote on Facebook. The video has been viewed more than 40 million times, and the angry things he claims he said in a very low moment will always be viewable by her and her peers—and his.

## DIGIT 11.2 BILLION

Number of electronic-dance-music tracks streamed in the U.S. over the past year, up 55% from a year earlier. That growth is driven in part by the rise of superstar DJ-producers like Deadmau5 (below), Calvin Harris and Zedd, who has made Top 40 hits with Ariana Grande and Selena Gomez.



## THE NUTSHELL Putinism

AMID TENSIONS BETWEEN RUSSIA AND the West, President Vladimir Putin is often portrayed as a villain reviving a Cold War-style dictatorship. But historian Walter Laqueur argues in his new book, *Putinism: Russia and Its Future With the West*, that Putin is exactly the kind of "anti-Western" leader most Russians have wanted for decades. Historically, it's what they're comfortable with. Attempts to establish democracy in 1917 and after the collapse of the Soviet system in the late '80s resulted in chaos and uncertainty. And in Russia, Laqueur writes, "chaos is much more feared than authoritarian rule and dictatorship." For that reason, it's unlikely Putin's foreign relations will improve—at least not anytime soon.

—OLIVIA B. WAXMAN

## CHARTOON Pictogrammar



JOHN ATKINSON, WRONG HANDS

DEADMAU5: GETTY IMAGES; 3-D-PRINTED BRIDGE PHOTO; ILLUSTRATION: JORIS LAARMAN FOR MAX30; ILLUSTRATION BY MARTIN GEE FOR TIME



## BREAKTHROUGH 3-D-printed bridge

Dutch firm MX3D recently partnered with software giant Autodesk to build a machine that can “print” bridges in midair. Its first test will be over an Amsterdam canal in 2017. Here’s how it will work.

—Dan Kedney

1

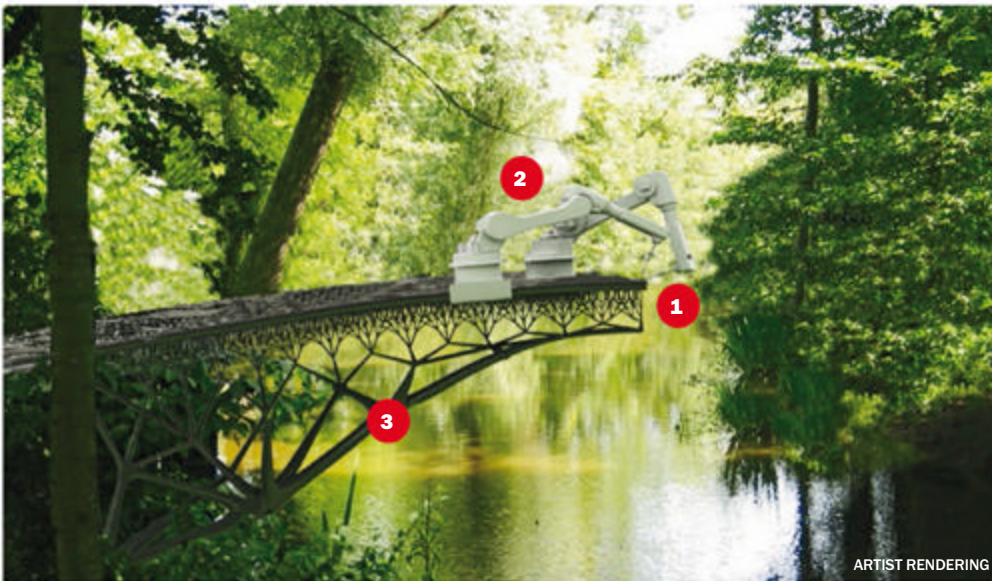
The bot extrudes cords of molten steel in a pattern and waits for them to cool before moving ahead—like a train making its own tracks

2

Along the way, software continuously monitors for engineering errors and instructs the bot to correct course if necessary

3

When the 24-ft. (7 m) bridge is done (it’s expected to take two months), it will support foot traffic and feature intricate designs



ARTIST RENDERING

## QUICK TAKE

# How to do well when you do good

WHEN BRITISH DOCTOR GREG LEWIS FELT called to contribute more to the world, he looked into leaving the U.K. to serve less fortunate patients. That seemed a better way to do good than working in a pristine hospital.

But when he crunched the numbers, they told a different story. By treating patients in a poor country, he calculated he might save four lives per year. By choosing a specialty at home and working toward an annual salary of \$200,000, he could donate up to half to a charity providing antimalarial bed nets—helping stop infection in the first place and saving dozens of lives per year. As William MacAskill explains in his forthcoming book, *Doing Good Better: Effective Altruism and How You Can Make a Difference*, Lewis chose to earn in order to give.

MacAskill takes an irreverent approach to

the rules of charity, suggesting that impulsive altruism can often do more harm than good. Boycotting brands that use sweatshops, for example, risks putting workers out of much-needed jobs with better conditions than they would otherwise find. Choosing where and how much to give should be “a scientific approach,” he writes.

It’s also a choice that should become a priority for corporations, Matthieu Ricard argues. In his new book, *Altruism: The Power of Compassion to Change Yourself and the World*, the French author (and Buddhist monk) contends that investing in altruism can actually help a bottom line. After Johnson & Johnson started a health initiative, for example, two-thirds of its smoker employees quit cigarettes—saving the company \$250 million in health care bills. —SARAH BEGLEY



## HOW TO MAKE BINGE WATCHING BETTER FOR YOU

Hulu just added all nine seasons of *Seinfeld*, meaning its fans will likely be spending a lot of time sitting (and eating) in front of a TV or computer screen—which, for obvious health reasons, is less than ideal.



## SNEAK IN A MICRO-WORKOUT

Think of it like a drinking game, but with exercise. Use each appearance of your favorite character (hello, Newman) to do a minute of jumping jacks, squats, lunges or anything that gets your heart racing. Even workouts that short might make a big difference long term.

## STAND UP BETWEEN EPISODES

New advice suggests that getting up every 30 minutes (whether you’re binge watching or at your desk at work) can keep your metabolism from flagging and your heart muscle from getting too relaxed.

## DRINK LOTS OF WATER

Skip sugary sodas and juices—and trendy but caloric beverages like coconut water—and pour cups from the tap. Side benefit: those extra trips to the bathroom will force you to get up more often.

—Alice Park



This photo-illustration depicts what we imagine the pink pineapple will look like if it makes it onto store shelves

## SCIENCE

# Meet the new lab-made foods

The produce aisle is about to get more high-tech. A pink pineapple, a bruise-resistant potato and an apple that doesn't brown are part of a new crop of genetically modified organisms (GMOs) that may soon make it onto store shelves across the U.S. But will people want to eat them? While most research indicates that GMOs are probably safe to eat, 18 states have introduced bills that would require GMOs to be labeled. As it stands, foods that are modified or contain GMOs do not have to be marked as such. Some experts say GMOs have not lived up to industry claims that they can help eradicate hunger, cut down on pesticide use and produce healthier food. "GMOs have mostly failed to deliver on their promises," says Jonathan Foley, an environmental scientist and executive director of the California Academy of Sciences. "Part of me is wondering why so much effort is going into something so trivial, like browning." Time will tell if consumers feel the same. —Alexandra Sifferlin

### PINK PINEAPPLES

Though Del Monte remains mum on the details, regulatory paperwork reveals that the company has developed a pineapple with rose-colored flesh and higher levels of the antioxidant lycopene, which is associated with lower risks for cancer and heart disease.

### NONBRUISING POTATOES

J.R. Simplot's "Innate" potatoes have 40% less bruising, which the company says will help reduce food waste. The potatoes also produce less acrylamide, a carcinogenic chemical that's released when potatoes are fried or otherwise browned.

### NONBROWNING APPLES

Okanagan Specialty Fruits makes "Arctic" apples, which don't experience enzymatic browning—the discoloration that occurs after an apple is sliced. The company says it hopes the apples will help the fruit better compete with other snack foods.

## POLL

# Who should be on the \$10 bill?

Ever since the Treasury Department revealed that a woman would join Alexander Hamilton on the \$10 bill in 2020, many nominations have been heard. Among them: equal-rights champion Alice Paul (her "message resonates today," wrote author Amity Shales on TIME.com) and libertarian philosopher Ayn Rand ("she led a life unconstrained by traditional roles," wrote Reason editor Cathy Young). We also asked readers to assess big-name options. Here's who they found most deserving. —Olivia B. Waxman



**Susan B. Anthony 60%**



**Harriet Tubman 54%**



**Sacagawea 54%**



**Eleanor Roosevelt 53%**



**Amelia Earhart 49%**

PINEAPPLE: PHOTO-ILLUSTRATION BY JEN TSE FOR TIME; PINEAPPLE, \$10 BILL, ANTHONY, TUBMAN, SACAGAWEA, ROOSEVELT, EARHART: GETTY IMAGES; FOOTBALL: LARRY GORDON; EY: AP



**SPORTS****Girls can tackle football, too**

ARE THERE ANY GIRLS HERE WHO WANT TO PLAY football? That's the question Sam Gordon, the 12-year-old whose highlight video, in which she zips past boys for multiple touchdowns, went viral in 2012, asked at a school assembly earlier this year. Dozens of hands went up. So Gordon's dad helped organize the Utah Girls Tackle Football League (UGTFL), the first known full-contact all-girls league in the U.S. Some 50 fifth- and sixth-graders took part in the just-ended four-week season. "I want to help start leagues all over the country," says Gordon.

It's not the easiest time to spread the game's gospel. While America may love watching football, the risks of playing it have never been clearer. As researchers continue

**Letting girls in the end zone isn't about mitigating risk. It's about ensuring equality**

to find links between high-impact collisions and brain trauma, is it really a wise idea for parents to strap helmets on their daughters? Especially when playing could be more dangerous for girls, who have higher concussion rates than boys in sports like soccer and basketball? "I suspect that the incidence rate would be higher for female football players," says Micky

Collins, director of the Sports Medicine Concussion Program at the University of Pittsburgh Medical Center. (Researchers have not studied those rates since so few young women play football.)

But letting girls in the end zone isn't about mitigating risk. It's about ensuring equality. Girls can face off in hockey and box in the ring. Why can't they tackle one another? "All opportunities available to boys should be available to girls," says Marjorie Snyder of the Women's Sports Foundation. Indeed, the antiquated gender norms that encouraged girls to cheer from the sidelines haven't exactly kept them safe. According to a 2012 report from the American Academy of Pediatrics, cheerleading accounted for 66% of all catastrophic injuries in female high school athletes over the previous 25 years.

The demand is there. In Utah, league officials say the trial run was a success, with no serious injuries and enough



*Kami Gold, 11, plays in the Utah Girls Tackle Football League, the first known full-contact all-girls league in the U.S.*

interest that they plan to add more teams and age ranges next season. USA Football says it's received about a dozen inquiries about starting girls leagues since the UGTFL kicked off. And while very few girls play high school football, their participation is up 38% since 2007. "I think football is a viable concept for girls, as long as it's managed the right way and there's proper clinical oversight," says Collins, who is open to letting his own daughters play. Perhaps Gordon really will be her sport's Johnny Appleseed. —SEAN GREGORY

**VERBATIM**

'Many people will tell you that you can never ever joke about rape, but it is all about context and point of view.'

**TINA FEY**, praising comedian Amy Schumer's "brilliant" Comedy Central sketches, which have lampooned Hollywood misogyny and sexual abuse in the military

## LANGUAGE

# If President Obama can say it, you can too

By John McWhorter

POLICING LANGUAGE PREVENTS US FROM BADLY NEEDED discourse, as President Obama made clear this week.

In many traditional cultures of Australia, it used to be taboo to use normal language with your mother-in-law. Instead, you had to use a whole different set of words and even grammar rules with her. She had to talk that way to you too.

That's the kind of thing we learn about in anthropology classes. But we reveal ourselves as more like those tribal people than we suppose in the way we police language like the *N* word. A perfect example is the fact that we even bat an eye when President Obama tells podcast host Marc Maron that racism is "not just a matter of it not being polite to say 'nigger' in public," according to an interview released on June 22.

The issue isn't whether Obama called someone the *N* word. For decades, it has been Civility 101 in American society that one does not do that without severe sanction. Where things get complicated is the idea that it is equally sinful to even use the word. People have a hard time wrapping their heads around the fact that referring to the word is not the same as using it.

At the University of Virginia in 2003, a medical-center employee said having a football team called the Redskins was as "derogatory to Indians as having a team called Niggers would be to blacks." This sparked a protest by the staff, with calls the employee to be fired. When civil-liberties advocate Wendy Kaminer used the *N* word to criticize it during a panel discussion at Smith College last fall, she was roasted for committing an "explicit act of racial violence."

According to the rules of our taboo, black people are allowed to use the word (including with one another to mean "buddy," a complex matter in itself) because we have been the ones subjected to its abusive usage. Yet it seems almost as awkward when the President, a black person, uses the word in that way as when a white person does.

Is that because using the word even to refer to it should be considered beneath the dignity of all people, regardless of color? I suspect that analysis misses something. To many, hearing blacks use the *N* word, even to refer to it, is awkward because of how arbitrary it seems that whites are tarred as racists when they, too, simply refer to it.

For example, I occasionally use the word in my classes in just the way Obama did when a societal issue comes up and I

**Where things get complicated is the idea that it is equally sinful to even use the word. People have a hard time wrapping their heads around the fact that referring to the word is not the same as using it**

## HIS OWN WORDS

In a **statement**, White House deputy press secretary Eric Schultz pointed out that Obama used the *N* word "about a dozen times" in his memoir *Dreams From My Father*



want the rhetorical clarity of the word itself rather than a coy euphemism. One of my more vocal white students once jokingly said, "See, you can say it!" The comment carried the implication (which he would never venture out loud) that it seems a little arbitrary that I am allowed to say it just because I'm black. I just said, "Yep!" and we all laughed a little and moved on. But we know it feels arbitrary, not quite fully thought out, that others aren't allowed to use the word, even to refer to it.

There is also the unfortunate term *niggeritis* that refers to someone being tired after eating a lot of food. I learned of it from a white guy who couldn't bear to utter the actual word and instead described it, letting me figure it out. Oh, just say the damned word! I thought—and he should have been able to. I felt like we were Australian tribesmen drinking sauvignon blanc.

Obama should not have to say "the *N* word" when referring to the word, and I'm glad he didn't. Whites shouldn't have to either, if you ask me. I am now old enough to remember when the euphemism had yet to catch on. In a thoroughly enlightened 1990s journalistic culture, one could still say the full word when talking about it. The first media interview I ever did, a local one on the history of what I would now have to call "the *N* word," would sound like a period piece because it was still O.K. for me to utter the word I was referring to.

What have we gained since then in barring people from uttering the word even to discuss it—other than a fake, ticklish nicety that seems almost designed to create misunderstandings?

*McWhorter is an associate professor of English and comparative literature at Columbia University*





Swift, seen on her ongoing tour, has become a leader in the music business

## MUSIC

### Apple meets its match—swiftly

LOTS OF 25-YEAR-OLDS WRITE BLOG POSTS. MOST OF THESE go unread. But one 25-year-old's blog post compelled Apple to change course on a product launch—demonstrating the power of Taylor Swift.

Apple announced on June 8 that it would launch a streaming music service, one with the presumable aim of eating into Spotify's reported 60 million users. Spotify has faced criticism from artists and record labels about its comparatively meager royalty payments. What Swift and others have argued is that any music service that offers a free option, as Spotify does, cannot pay enough for their recordings. Apple's service, which charges \$9.99 per month, initially offered a three-month free trial during which labels would go unpaid. Hence Swift's post, "To Apple, Love Taylor," which cajoled the company to pay up. Within the day, Apple gave in, crediting Swift.

There's a rich tradition of artists counterpunching corporate interests, from the founding of United Artists in 1919 by Mary Pickford and others to Louis CK's self-released stand-up specials. But Swift's evangelism stands out. She's not only the rare artist who can make today's audience pay full freight for music; she's the only one who can make it feel altruistic while doing so.

Swift has indeed benefited from a cultural change—her generation is fairly sympathetic to Big Media. Her listeners came of age in the era of free or cheap digital music, not expensive CDs. So they think of labels as artists' beleaguered champions, not their enemies, and of Apple as a triumph of American creativity, rather than, say, a corporate ne'er-do-well. The affair smelled a little too strongly of bonhomie.

Nonetheless, with Swift's suasion of Apple, she distinguished herself beyond songcraft; she's a leader. So far she has avoided politics and social issues, sticking to the music industry. I, for one, can't wait for this young blogger to find out what happened to the news business. —JACK DICKEY

**\$735.2**

Apple's market cap, in billions

**\$0**

Amount Apple wanted to pay labels during its trial

**59.3**

Swift's Twitter following, in millions

**16.5**

Time it took Apple to alter course, in hours

## TELEVISION

### Brian Williams' demotion sends a mixed message

BRIAN WILLIAMS LOST HIS JOB as anchor of *NBC Nightly News* for perpetuating one fiction, and for failing to perpetuate another.

The first fiction you're probably familiar with. Last winter, Williams was caught exaggerating his experiences embedded with U.S. troops on a helicopter in the 2003 Iraq War. NBC later found other "inaccurate statements," most of them "on late-night programs and during public appearances," according to the network, which named Lester Holt as his permanent replacement.

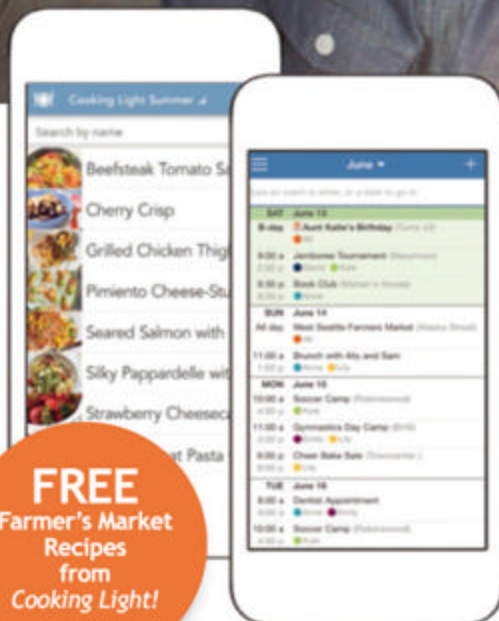
The second fiction, connected to the first, is built into the evening-news format itself: that a news anchor is reporting the news, rather than reading it to you. Williams' lies were a failure of character or memory or both. But they weren't evidence that he was going to sit behind the desk and concoct *Onion*-like stories about the Iran nuclear talks. Practically, there was no real reason to trust NBC's news any more or less.

Still, Williams' demotion/life preserver—a new job as breaking-news anchor for MSNBC—sends an odd message. He's not credible enough to anchor one NBC network, but he's fine for another? Maybe NBC was in an impossible position, needing to punish Williams publicly but wanting to avoid giving him the professional death penalty. But as with their anchor, the performance of credibility is what they signed up for. They got into this through their anchor's stories. Now they need to find the narrative that gets them out. —JAMES PONIEWOZIK

Williams on The Tonight Show >



# Summer. Simplified.

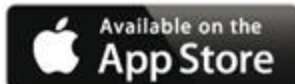


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**THE  
ANSWERS  
ISSUE**



# What's this all about?

THE MASSIVE VOLUME OF DATA THAT HUMANITY GENERATES IS A NEW KIND OF PROBLEM. THE SOLUTION IS VERY OLD: ART **BY LEV GROSSMAN**

WILLIAM PLAYFAIR WAS BORN IN 1759, the restless fourth son of a Scottish minister. As a young man he worked as personal assistant to the celebrated engineer James Watt—for whom the unit of power is named—then went on to pursue numerous professions, with widely varying degrees of success, among them draftsmanship, accounting, engineering, economics, silversmithing, land speculation, journalism and extortion. He died in poverty.

But along the way, and without much fanfare, he more or less single-handedly founded the field of statistical graphics by inventing the bar chart, line graph and pie chart. In 1786 Playfair published a book titled *The Commercial and Political Atlas: Representing, by Means of Stained Copper-Plate Charts, the Progress of the Commerce, Revenues, Expenditure and Debts of England During the Whole of the Eighteenth Century*. It leads off with a graph of England's imports and exports, over time, in millions of pounds, which would not look wildly out of place in the pages of this magazine. Playfair was, in his own words, "the first who applied the principles of geometry to matters of Finance."

He was born too soon: if he were alive now, Playfair would probably be living high on the hog as chief data officer at a hot Silicon Valley startup. He was among the first to react to an invisible but seismic shift in the world around us, a silent tipping over, from a state of information scarcity to one of information surplus. When humans first evolved, food was scarce; now we're suffering from an epidemic of obesity. In much the same way, we've gone from a world where information was hard to find to one where it's everywhere, in staggering quantities. Eric Schmidt, former CEO of Google, once estimated that every two days humanity creates a quan-

## HOW MUCH DATA DOES HUMANITY CREATE EVERY DAY?

IN IBM'S ESTIMATION, THE WORLD GENERATES 2.5 QUINTILLION BYTES DAILY (THAT'S A LOT)

tity of data equivalent to the entire amount created from the dawn of time up until 2003. And he said that five years ago. Cognitively, we're not evolved to handle this.

Estimating the total size of humanity's data hoard, on which we luxuriate like the dragon Smaug on his gold, is a popular hobby among technologists. The exact numbers vary, but what they have in common is that they're numbingly large. Just think about your smartphone: it's a communications device, yes, but it's also a tool for transmuting the world around you into data. You see something, you take a photo or video of it, then you upload it into the cloud, and it lives there forever as bits and bytes. Every day humanity tweets 500 million times, shares 70 million photos on Instagram and watches 4 billion videos on Facebook. For every minute that passes, we upload 300 hours of new content to YouTube.

And it's not just people. There's a relatively new phenomenon at work known as the Internet of Things, meaning the global network of objects—cars, Coke machines, glasses, pacemakers—outfitted with sensors and transmitters that communicate with the cloud and one another. These objects leave trails in the digital world the same way people do. A 2014 study by the market-research firm IDC estimated that the world of digital data would grow by a factor of 10 from 2013 to 2020, to 44 trillion gigabytes, or 44 zettabytes. At which point our stock of numerical prefixes will have to expand too.

We're rich in data—but the returns are diminishing rapidly, because after a certain point the more information you have, the harder it becomes to extract meaning from it. Ironically, an excess of information resists analysis and comprehension in much the same way a lack of it does. As a result, the more that new technology floods our world with complex information, the more



we end up calling on a much older field of human endeavor, one that has always been devoted to making complexity comprehensible and extracting meaning from chaos, namely, art. Particularly the visual arts.

As Playfair discovered, past a certain threshold the best way to extract meaning from data is to make it visible. Consider all the photos on Instagram. Last year CUNY professor Lev Manovich conducted a visual analysis of 120,000 of them drawn from five cities: New York, São Paulo, Berlin, Bangkok and Moscow. He and his team culled all the selfies from the group, then estimated the age and gender of the person in each selfie. Then they ran facial-analysis algorithms on the images and performed statistical analysis on all those data and plotted them on a collection of interactive graphs at [selfiecity.net](http://selfiecity.net).

The result: those meaningless data now mean something. You can browse by city, gender, mood, head tilt, glasses or no glasses, eyes open or shut. You can ask questions: Who takes more selfies, men or women? (Women.) Where do people smile the most? (Bangkok.) Where are older people taking selfies? (New York.) And so on.

If you think of data visualization as the flood wall that stands between us and the vast ocean of information, the pressure behind that wall is always rising as more and more data accumulate, and as it rises it changes the way visualizations look and act in ways not even Playfair anticipated. Visualizations are evolving from the analysis and representation of static data sets to ever changing images of data that arrive constantly, in real time. At the website Bostonography you can look down from a godlike height and see a map showing the locations of all of Boston's buses, color-coded according to their current speed. Crimemapping.com shows the locations of crimes as they're reported, in real time, represented by different jolly icons depending on the nature of the crime. At fbomb.co you can watch a real-time global map of where, when and how people are saying "f-ck" on Twitter. It's surprisingly relaxing.

For a beautiful, gratuitous demonstration of the sheer richness of the data that now lie under every rock, look up a visualization called NYC Taxis: A Day in the Life. A hacker named Chris Whong took 50 GB of New York City taxi data—obtained under the Freedom of Information Law from the taxi and limousine commission—and

used it to map the movements and earnings of random taxis on a single day in 2013. Choose one: you can watch it in speeded-up time (or in real time, if you have that much of it) as it threads its way through Manhattan streets, leaving a cobalt blue line behind it like a benevolent, hardworking Pac-Man.

They're not all as frivolous as that. One project launched on April 30 on Kickstarter will pull campaign-finance data from OpenSecrets and automatically graph it multiple ways to show simply and clearly which politicians are getting what money and from whom. It's the necessary next step beyond transparency: not just releasing information but releasing the meaning of that information. One of the most striking and radical experiments in data graphics this year, by a documentarian and data expert named Neil Halloran, is called simply "The Fallen of World War II." It uses charts and graphs to tell a story: it takes us through the war and the Holocaust using almost exclusively abstract visualizations that represent the many millions of deaths they caused.

There's a moment about six minutes in when the camera pans dramatically up a towering bar that represents Russian military deaths, 8.7 million of them. At first its height appears grotesquely improbable. Then, as the camera pans back, it slowly, inexorably takes its place in the grim landscape of the vast tragedy. The medium's dispassionate feel, dry to the touch, somehow makes the losses more stark.

In the pages that follow, you'll see this same magic trick repeated over and over again: abstract data, inert in themselves, are turned into art, and in that form they make us feel things and tell us things: Where's the safest place to sit on an airplane? Why did *frenemy* become a word? Are you hurting the planet? We live in a moment when humanity is being exposed to quantities of data that Playfair would have found incomprehensible. We find them incomprehensible too, and they're in danger of making our own world incomprehensible to us. But it doesn't have to be that way. Information doesn't just want to be free. It wants to be visible too.

## WHO ARE WE?

A TOTALLY SCIENTIFIC SURVEY OF THE STAFF WHO WORKED ON THIS ISSUE TELLS THE TALE

### TAYLOR OR BEYONCÉ?

17% TAYLOR

83% BEYONCÉ

### LOVE OR MONEY?

10% MONEY

90% LOVE

### DO YOU LIKE PIZZA?

100% YES

### AT WORK, DO YOU PREFER TO BE LOVED OR FEARED?

13% FEARED

87% LOVED

### DID YOU ENJOY WORKING ON THIS ISSUE?

>1% NO

99% YES

Graphics by Priyanka Aribindi, Emily Barone, Sarah Begley, Tessa Berenson, Eliza Berman, Kelly Conniff, Daniel D'Addario, Eliana Dockterman, Allison Duda, Nolan Feeney, Carrie Gee, Martin Gee, Claire Howorth, Dave Johnson, Heather Jones, Chelsea Kardokus, Jacob Koffler, Jack Linshi, Giri Nathan, Mandy Oaklander, Siobhan O'Connor, Katy Osborn, Maya Rhodan, Lily Rothman, Alexandra Sifferlin, Katy Steinmetz, Marie Tobias, Lon Tweeten, Matt Vella, Bryan Walsh, Chris Wilson and Justin Worland

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How do I get this stupid song  
out of my head?

Try chewing gum, which one study found led to a 60% reduction in thoughts about earworms

Which came first,  
the chicken or the egg?

Most scientists say the egg, which has been around for 100 million years

What's the sexiest  
dance move?

Women believe that men who vary movements in their torso and neck are significantly better dancers

Questions we  
didn't know  
had answers

I.

THE  
ANSWERS  
ISSUE

What does space  
smell like?

Astronauts have compared the smell to that of seared steak or hot metal

When does Marty McFly get here?

He arrives on Oct. 21, 2015





Why does squinting  
help you see better?

It decreases the amount of stray light that enters your eyes, which blurs your vision

# What happened?

THE HISTORY OF HUMAN INNOVATION—TRANSLATED HERE INTO THE WORLD'S NEWEST LANGUAGE—IS FULL OF TOIL, DISCOVERY AND INVENTION

## KEY

-  = invented
-  = discovered
-  = first
-  = unveiled
-  = created

## More than 6 million years ago ...

1.              
2.                
3.                 
4.                    
5.                     
6.                 
7.                   
8.                      
9.                   

## Translations:

**1.** First humans walk upright (about 6 million years ago). Stone tools invented in Ethiopia (about 2.6 million years ago). Humans discover fire (about 1.9 million years ago). Earliest use of paint (15,000 B.C.). First calendar created (8,000 B.C.). People domesticate unruly cats (around 7,500 B.C.).  
**2.** First known wine created in China (7,000 B.C.). Papyrus invented in Egypt (3,000 B.C.). Soap invented (2,200 B.C.). Assyrians create the first aqueduct (700 B.C.). First play performed, in Greece (534 B.C.).  
**3.** First hospital founded, in Sri Lanka (431 B.C.). Toilet paper invented, finally (A.D. 851). First university is founded, in Morocco (859). Gunpowder invented, in China (9th century). Humans discover

the benefits of coffee, in Africa (9th century).

**4.** An Italian invents eyeglasses (1285). Gutenberg invents printing press (1440). Copernicus posits that the Earth revolves around the sun (1514). Umbrellas become popular (18th century). First pizza parlor founded, in Naples, Italy (1738).  
**5.** First symphony written (1740–50). Benjamin Franklin discovers electricity's shocking secrets (1752). John Montagu, the Fourth Earl of Sandwich, invents the sandwich (1762). First steam-powered engine for a vehicle created (1769). America founded (1776).  
**6.** Frenchman takes the first photograph (1826). Revolver invented (1835). First electric car invented (1837). First fax machine invented—really (1842). First baseball game played, in New Jersey (1846).

Antonio Meucci invents the telephone (1871).

**7.** Thomas Edison patents the lightbulb (1879). First gas-powered car (1885). Wright brothers make first flight (1903). Modern nail polish invented (1920). First lie-detector test administered (1921). Henry Luce founds TIME (1923). Television invented (1925).  
**8.** First talking picture (1927). Digital computer invented (1945). Modern bikini unveiled in France (1946). Jonas Salk invents vaccine for polio (1952). Russians launch Sputnik (1957). First successful heart transplant (1967).  
**9.** Humans walk on the moon (1969). Internet invented (1980). Emoji invented in Japan (1999). Mark Zuckerberg founds Facebook in college (2004). The iPhone is unveiled (2007). Google unveils driverless car (2014).

SOURCE: EMOJIPEDIA.ORG, USING ORIGINAL APPLE SET



**PERCENTAGE OF PASSENGERS WHO DIED****EMERGENCY EXITS**

Fires can become deadly in two to three minutes. FAA regulations say exits must be within 60 ft. (18 m) of one another and a plane must be able to be evacuated in 90 seconds.

FRONT  
**38%  
FATAL**

**FIVE-ROW RULE**

In a fire, flyers sitting more than five rows from a viable exit have a greater chance of dying than living.

MIDDLE  
**39%  
FATAL**

REAR  
**32%  
FATAL**

**SAFEST**

The middle seats in the rear third of the plane have the lowest fatality rate (28%). The last row has an added benefit: survivors who must escape quickly, as in the case of a fire, are closest to the exit door.

**WORST PLACE AND TIME**

Our study shows survival rates in aisle seats in the middle of the cabin are 57% worse than the safest seats. Most crashes occur during takeoff or landing.

**SEAT-BACK POCKETS**

They contain the safety cards outlining emergency procedures. But 89% of passengers don't read them. And only half watch the preflight safety presentation.

NOTE: SURVIVAL RATES ARE CALCULATED FROM SEATING CHARTS FOR 17 COMMERCIAL PASSENGER AIRLINE ACCIDENTS SINCE 1985 THAT HAD BOTH FATALITIES AND SURVIVORS. EMERGENCY-EXIT ANALYSIS IS BASED ON A 2008 REPORT FROM THE UNIVERSITY OF GREENWICH. OTHER SOURCES: FAA'S CSRTG AIRCRAFT ACCIDENT DATABASE; NTSB; NATIONAL SAFETY COUNCIL; THE SURVIVORS CLUB

# Where's the safest place to sit on a plane?

WHILE IT DEPENDS ON THE NATURE OF THE ACCIDENT, MIDDLE SEATS IN THE REAR HISTORICALLY HAVE HAD THE BEST SURVIVAL RATE, BASED ON A STUDY OF ACCIDENTS WITH BOTH FATALITIES AND SURVIVORS SINCE 1985

## 368

Number of commercial-aircraft accidents in the U.S. since 1985

## 96%

Survival rate in these accidents

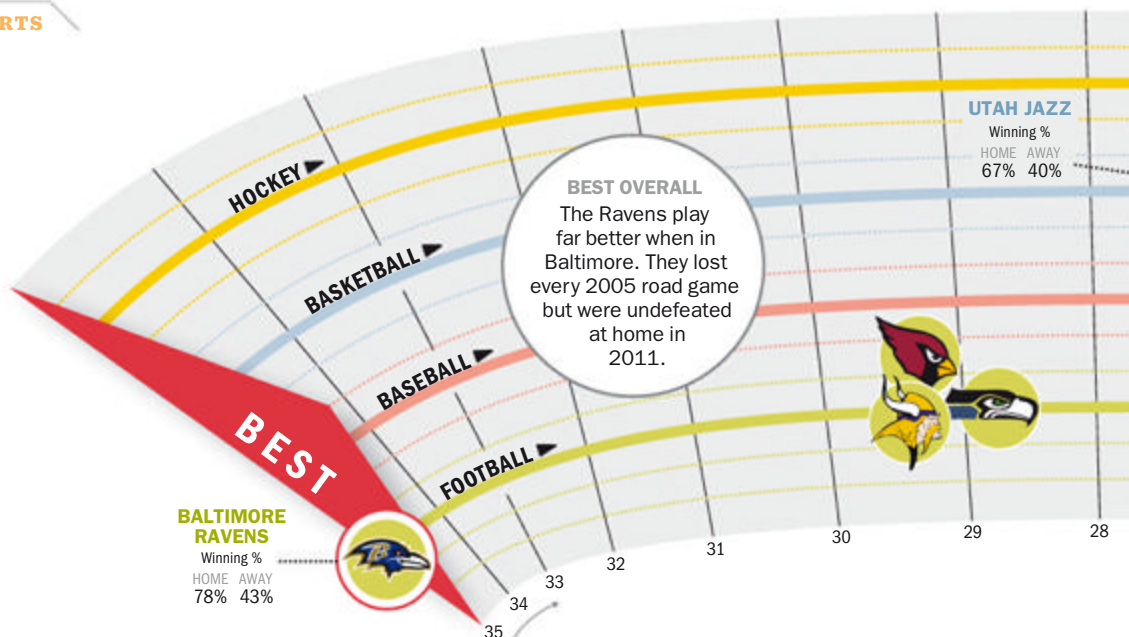
## 1 in 8,015

Lifetime odds of dying from an air-transport accident

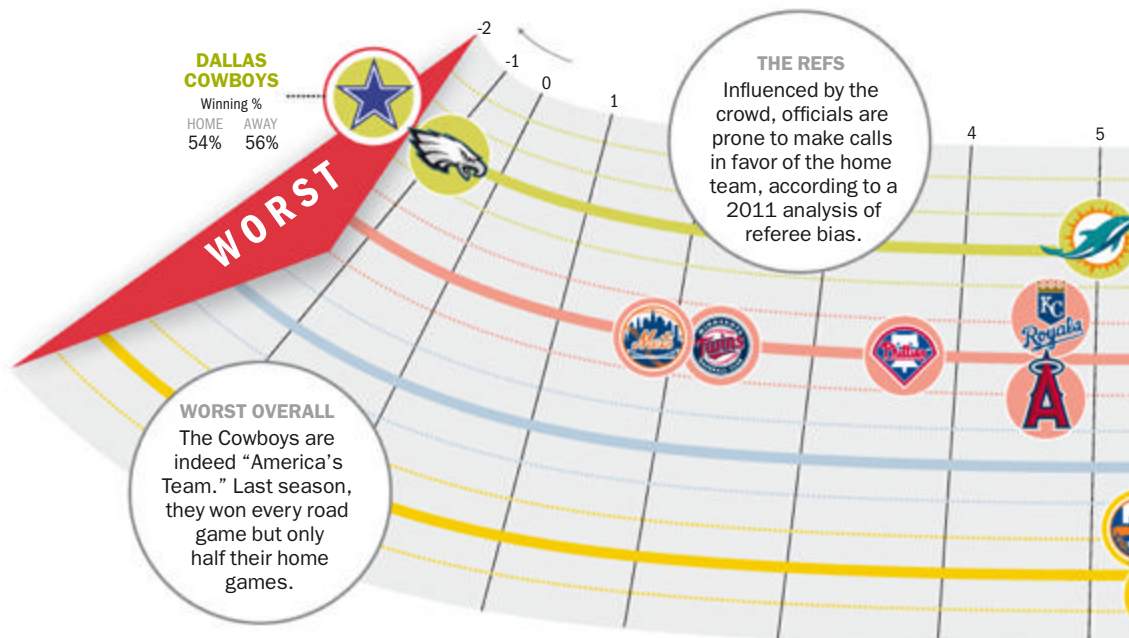
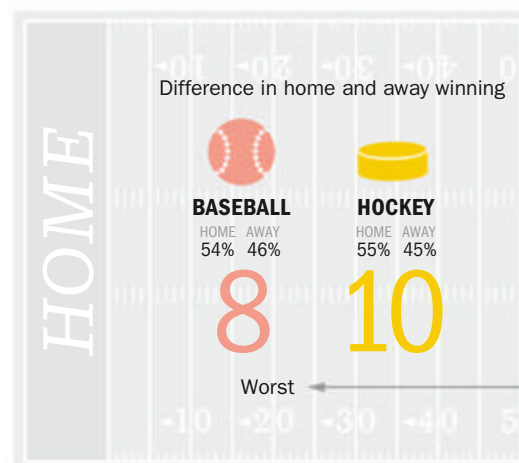
**FLIGHTS STUDIED:**  
DELTA AIRLINES, AUGUST 1985  
BRITISH AIRWAYS, AUGUST 1985  
CONTINENTAL, NOVEMBER 1987  
CAAC, AUGUST 1988  
DELTA AIRLINES, AUGUST 1988  
BRITISH MIDLAND AIRWAYS, JANUARY 1989  
AIR ONTARIO, MARCH 1989  
UNITED AIRLINES, JULY 1989  
NORTHWEST AIRLINES, DECEMBER 1990  
USAIR, FEBRUARY 1991  
USAIR, MARCH 1992  
MARTINAIR, HOLLAND, DECEMBER 1992  
CHINA AIRLINES, APRIL 1994  
USAIR, JULY 1994  
AMERICAN AIRLINES, JUNE 1999  
CHINA AIRLINES, AUGUST 1999  
SINGAPORE AIRLINES, OCTOBER 2000

# Which team has the best home-field advantage?

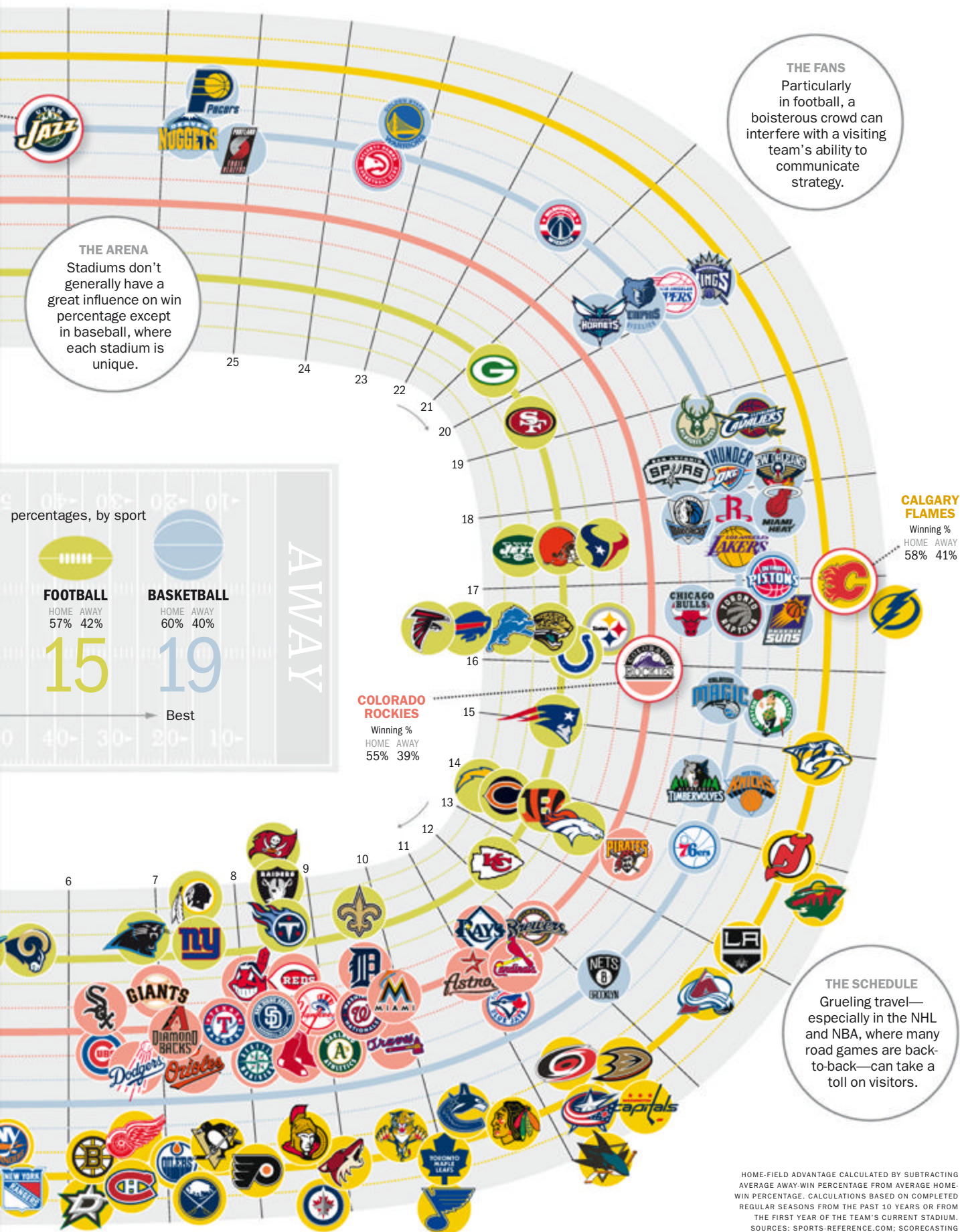
IT'S THE BALTIMORE RAVENS. THE TEAM IS PERFECTLY AVERAGE ON THE ROAD BUT HAS A KILLER RECORD AT HOME. HERE ARE THE FACTORS THAT HELP GIVE HOME TEAMS AN EDGE

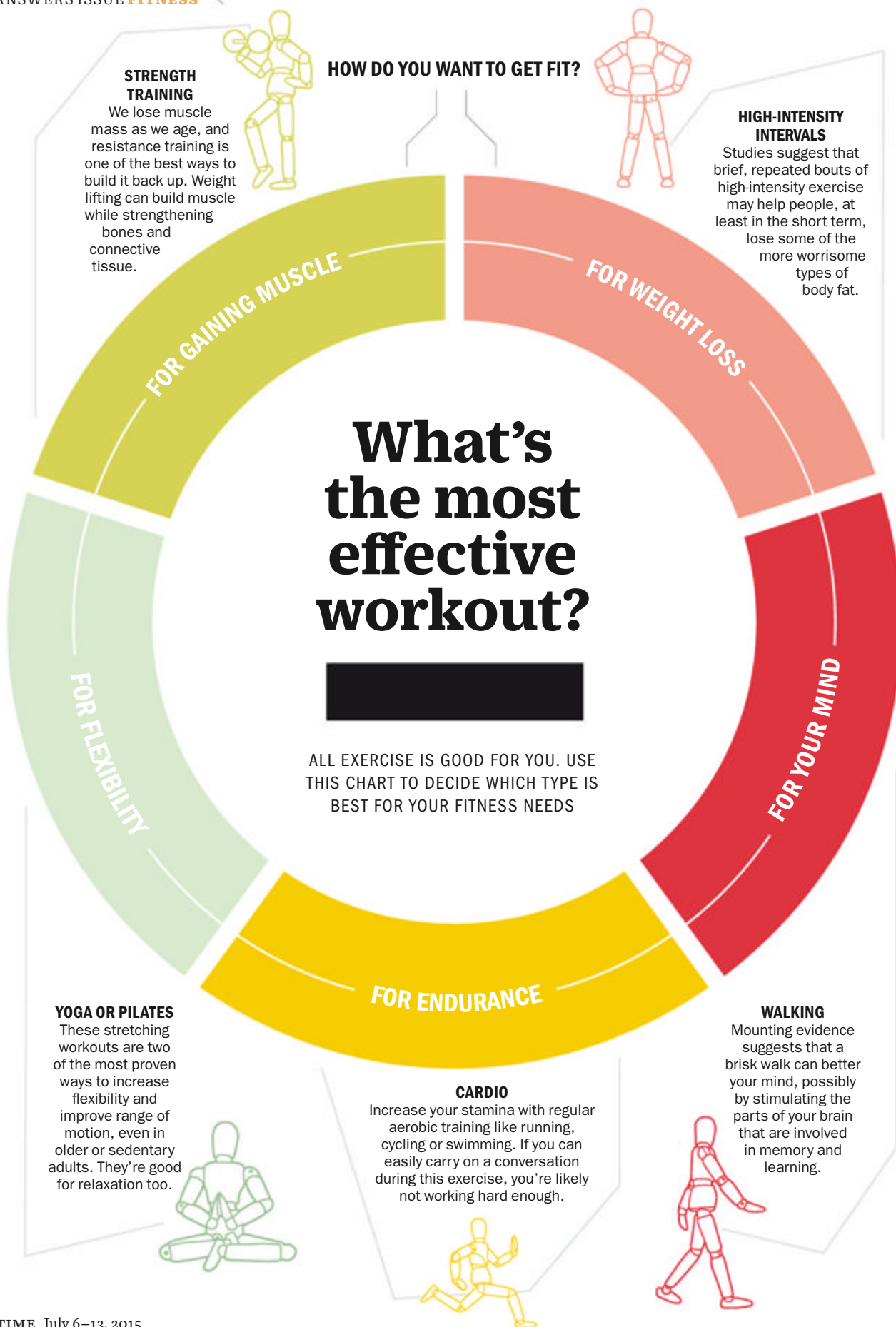


Teams are ranked clockwise, from best to worst, by the **difference between their home and away winning percentages** over 10 years. The top-ranked Ravens won 78% of home games and 43% of road games for a difference of 35 points, shown here.











# Where's the best beach in America?

U.S. COASTLINES RECEIVE SOME 62 MILLION VISITORS ANNUALLY. THE TOP BEACH IS IN CALIFORNIA

1

## HUNTINGTON BEACH STATE PARK ORANGE COUNTY, CALIFORNIA

This stretch of coastline has something for everyone—a wide, sandy shore, a bike trail, bonfire pits and nearby restaurants. It's also a premier spot for fishing, surfing and bird watching

16 million  
Annual attendance at Santa Monica Beach in California, the most visited beach in the U.S.

3 ft.  
Average annual beach erosion (1 m) on Cape Cod, Massachusetts

1870  
Year the first boardwalk was built, to keep sand from tracking into fancy Atlantic City, N.J., hotels

267  
Number of recorded shark attacks off the coast of Volusia County, Florida, accounting for 25% of all U.S. attacks since 1882

39%  
Percentage of U.S. residents living in coastal counties, about 123 million people total

### RUNNERS-UP IN OTHER STATES

#### 2. CLEARWATER BEACH PINELLAS COUNTY, FLORIDA

Clearwater, located outside of Tampa, is known for white sand and warm, gentle waves

#### 3. CUMBERLAND ISLAND CAMDEN COUNTY, GEORGIA

Wild horses roam this secluded beach, which is reachable only by a ferry ride and hike

#### 4. SEVEN MILE BEACH CAPE MAY COUNTY, NEW JERSEY

Away from the neon-lit boardwalks, Seven Mile is a low-key stretch of the bustling Jersey Shore

#### 5. HAPUNA BEACH HAWAII COUNTY, HAWAII

This turquoise Big Island shore is pristine year-round but far from the lower 48

NOTE: A total of 168 U.S. beaches were ranked by weather, water temperature, public opinion and accessibility. Public opinion was based on TripAdvisor reviews. Accessibility was determined by population living within 100 miles (161 km). Sources: NOAA; Missouri Census Data Center; USLA; University of Florida; GfK MRI; L.A. County fire department; USGS

## IF WE DID THINGS LIKE EVERYONE ELSE, WE WOULDN'T BE YOUR ALLY.

At Ally, we do things differently. That means we provide our banking and automotive finance customers with expertise and tools to help them make intelligent and informed decisions — without all the hidden this and the fine-print that. Whether it's helping our customers manage their finances or helping our dealers put their customers on the road, we believe the more straightforward we are, the smarter you'll be. After all, what are friends for?





## ONLINE BANKING

Ally Bank has been named “Best Online Bank” by MONEY® magazine for four years in a row, 2011–2014. Why? The answer is easy — outstanding customer care and our offering of innovative products like:

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**11-Month No Penalty CD** – A smart way to save that gives you the ability to withdraw — penalty free — your full balance and interest any time after the first six days of initial funding.



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**Ally Buyer's Choice** – Get the best of both worlds: Enjoy the benefit of ownership with the flexibility of leasing.



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We understand that buying a vehicle is a serious commitment. That's why Ally offers a variety of exclusive products designed to protect your purchase. So, you can be confident that you're covered.

**Ally Premier Protection** – Our top-of-the-line vehicle service contract covers over 7,500 components after your vehicle warranty has expired.

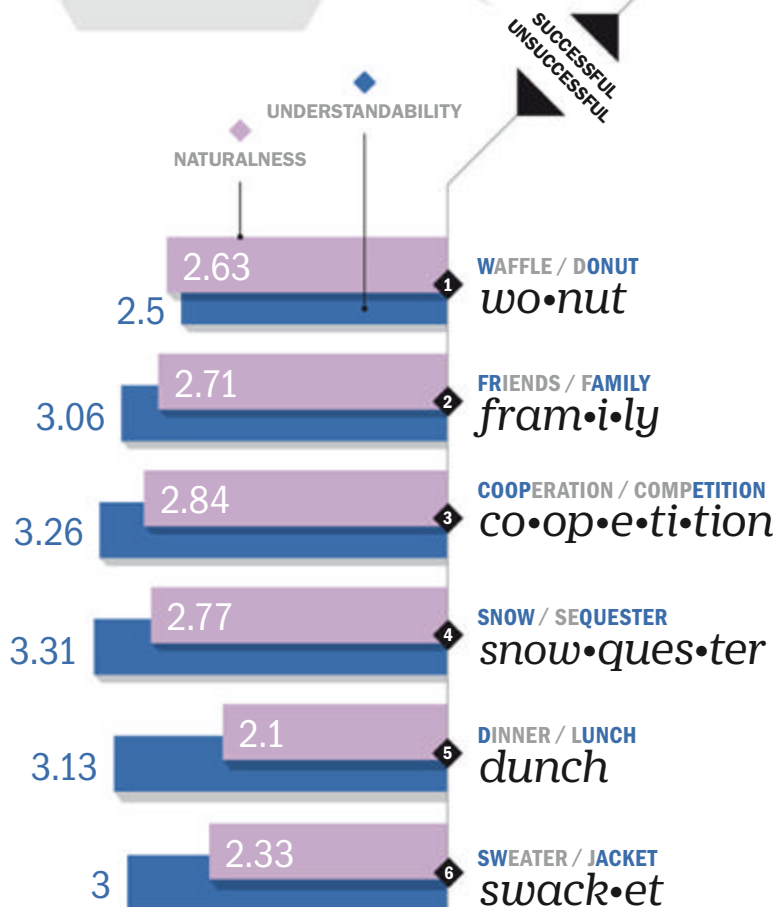
**Guaranteed Asset Protection (GAP)** – Offers financial protection in the event of total vehicle loss caused by accident or theft.



# Why did frenemy stick?

ACADEMICS ARE UNRAVELING THE MYSTERY BEHIND THE SUCCESS—AND FAILURE—OF BLENDED WORDS

Researchers Constantine Lignos and Hilary Prichard conducted a study on blends, which combine two words to form a new one, at the University of Pennsylvania. They asked participants to rate dozens of blends on a five-point scale and discovered that people preferred the ones rated most natural and understandable. Here's what they found.



**AFFLUENT / INFLUENZA**  
*af•flu•en•za*

**FRIEND / ENEMY**  
*fren•e•my*

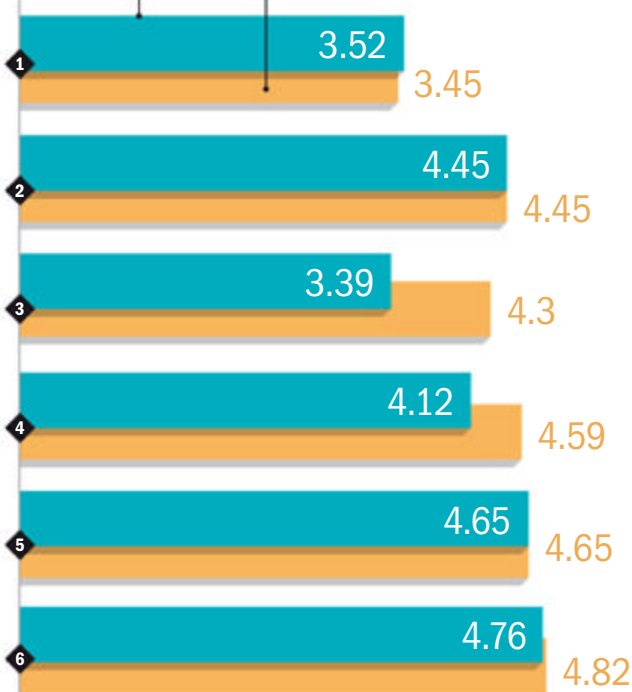
**SHARK / TORNADO**  
*shark•na•do*

**DRAMA / COMEDY**  
*dra•me•dy*

**BROTHER / ROMANCE**  
*bro•mance*

**SEX / EXPERT**  
*sex•pert*

NATURALNESS  
UNDERSTANDABILITY



## 1 COMPLETION PROBABILITY

The word part *affluen* will autocomplete in people's minds to a form of *affluence*. No other common words begin that way, so the blend's meaning can be processed faster. *W* is likely to make one think of words like *woman*.

## 2 ASSOCIATION

If the two words that make up a blend are mentally associated with each other, it works better. When asked to associate a word with the prompt "enemy," people will say "friend" 30% of the time; "family" elicits "friend" just 11% of the time.

**3 FUN FACTOR**  
Though hard to quantify, some blends get a boost because they're fun or tied to a moment in pop culture, the way *sharknado* was to the eponymous 2013 made-for-TV movie.

## 4 APPLICABILITY

Linguists say that for a neologism to survive, it needs to be applicable to different situations; *dramedies* are hitting theaters all the time, while *snowquester* referred to a specific storm in Washington, D.C.

**5 NATURALNESS**  
Lignos says the most natural blends sound just like one of the root words. *Bromance* contains a big chunk of both root words. Blends like *dunch* or *linner*, which retain only one sound from the first root word, tend to be rated as unnatural.

**6 UNDERSTANDABILITY**  
It's easier to infer the meaning of the blend if it describes a common thing or phenomenon that people encounter in real life.



# What ever happened to spring?

IT'S GETTING SHORTER IN SOME AREAS AND LONGER IN OTHERS. HERE'S WHERE SPRING HAS BEEN HIT HARDEST

Cities are plotted by the **change in the average number of spring days** in 1985–99 vs. 2000–14. Sapporo averaged **72 days** of spring from 1985 to 1999 and **74** from 2000 to 2014

Source: NOAA daily weather records for each location with at least 350 days of temperature data each year from 1985 to 2014. TIME determined the total range of temperatures by looking at the top 3% and bottom 3% of daily highs in this 30-year window. A day was considered to be springlike if it fell between 35% and 70% of the range from the coldest to hottest regional temperatures.

+10 days

Titusville  
FLORIDA

+8 days

Hyannis  
MASSACHUSETTS

+6 days

+4 days

Calgary  
CANADA

+2 days

MORE DAYS  
OF SPRING

New York City  
NEW YORK

FEWER DAYS  
OF SPRING

-2 days

Detroit  
MICHIGAN

-4 days

Asheville  
NORTH CAROLINA

-6 days

Birmingham  
ALABAMA

Boulder  
COLORADO

-8 days

Sioux City  
IOWA

-10 days

Las Vegas  
NEVADA

Corpus Christi  
TEXAS

## EUROPE/ MIDDLE EAST

Reykjavik  
ICELAND

Athalassa  
CYPRUS

Dublin  
IRELAND

Jerusalem  
ISRAEL

Oslo  
NORWAY

Stockholm  
SWEDEN

Luxembourg City  
LUXEMBOURG

Paris  
FRANCE

Rome  
ITALY

Helsinki  
FINLAND

Uppsala  
SWEDEN

Berlin  
GERMANY

Barcelona  
SPAIN

Madrid  
SPAIN

## ASIA/ AUSTRALIA

Sapporo  
JAPAN

Incheon  
SOUTH KOREA

Beijing  
CHINA

Shanghai  
CHINA

Tokyo  
JAPAN

Roi Et  
THAILAND

New Delhi  
INDIA

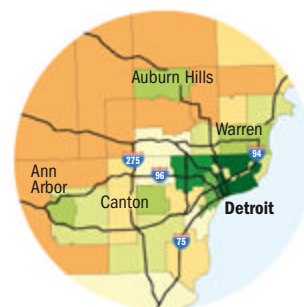
# Where are the single ladies?

AND THE FELLAS? THEY'RE MOSTLY IN CITY CENTERS ACROSS THE COUNTRY—WITH SOME NOTABLE EXCEPTIONS. HERE'S A CLOSER LOOK



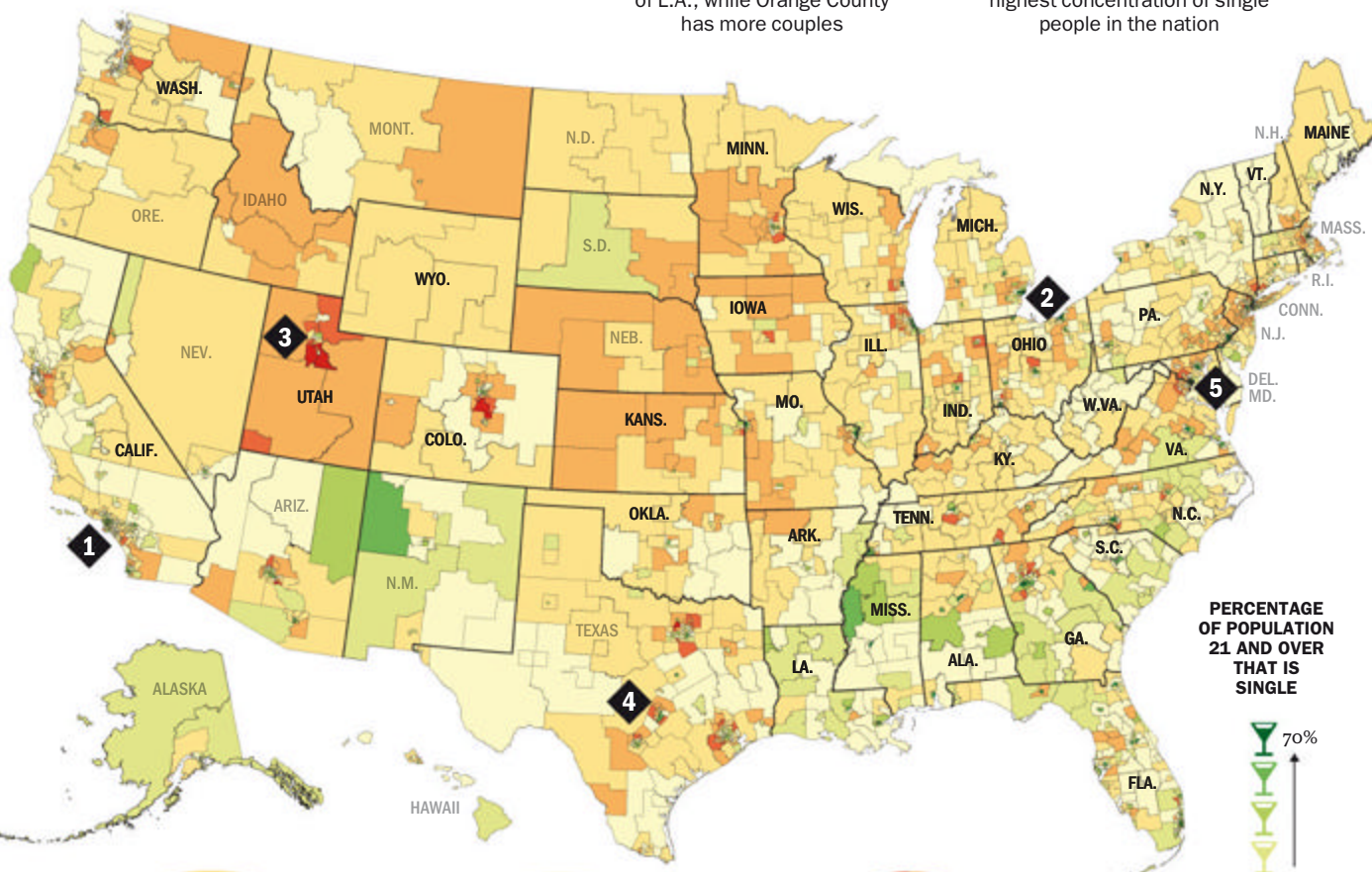
## 1 LOS ANGELES

Singles flock to the center of L.A., while Orange County has more couples



## 2 DETROIT

The Motor City has the highest concentration of single people in the nation

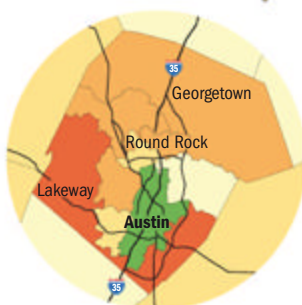


PERCENTAGE OF POPULATION 21 AND OVER THAT IS SINGLE



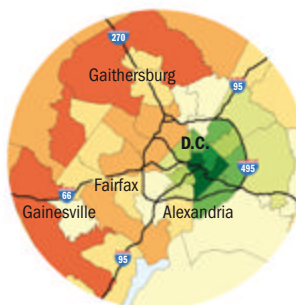
## 3 SALT LAKE CITY

A sizable Mormon population contributes to one of the nation's lowest singles rates



## 4 AUSTIN

The lure of urban areas over suburbs is particularly evident here



## 5 WASHINGTON

The young, transplanted populace translates to a much lower marriage rate than the national average



“

Genuine “world peace”—meaning effective consensus regarding shared sacrifices as well as voluntary cooperation—is theoretically possible.

But “world peace” imposed by a dominant power assisted by a few partners is unlikely because global power is becoming increasingly diversified and contentious.

Worldwide peace is most likely only some decades from now, when threats to humanity’s existence generated by global warming, pollution, etc., become an imminent threat to all.

In brief, only world peace driven by a recognition of the threat to everyone’s survival is the most likely source of salvation for a short-sighted humanity currently not able to see and think beyond the immediate.

#### **ZBIGNIEW BRZEZINSKI**

NATIONAL SECURITY ADVISER IN THE CARTER ADMINISTRATION AND AUTHOR OF *STRATEGIC VISION*



# Is world peace possible?

“

World peace is possible if all of us think it is possible.

It’s not easy to list all of the things John and I, jointly and separately, did hopefully to make a better world for all of us. However, now, so many people are activists, working seriously day and night to make world peace happen.

We are very, very close since we know that there is no recourse. We are about to conquer all prejudices—racism, sexism and ageism. We are now getting the taste of working as activists, and how exciting that is. I think we are on the right track. Don’t you? I love you with all my heart!

#### **YOKO ONO**

ARTIST AND ACTIVIST



“

When violence occurs, it is usually because of people’s incentives, which depend on their beliefs.

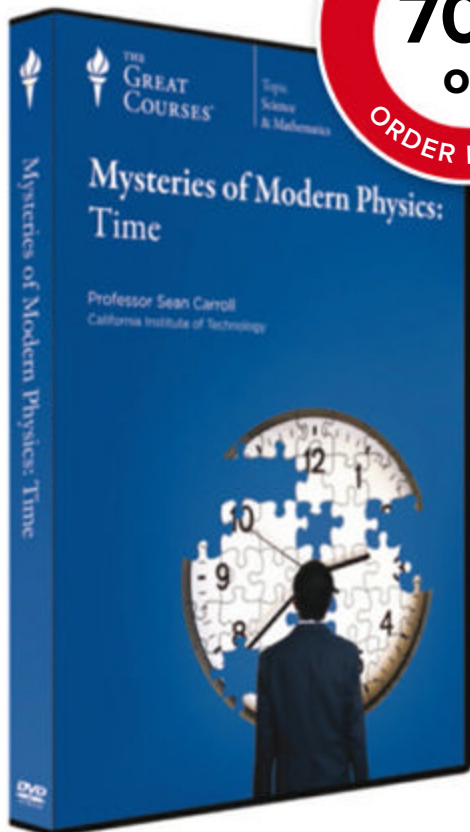
Extremist echo chambers, and their social networks, are serious threats. If leaders and citizens think that enemies are everywhere, or that their best chance to get ahead (or to heaven) is to attack, then peace will be a pipe dream.

But incentives and beliefs can change in a hurry. Democracies do not generally go to war against each other: their leaders have strong incentives to maintain the peace, and information flows freely, breaking down echo chambers and enabling people to find conflict-free paths. As self-government and freedom of speech spread, world peace becomes more feasible.

#### **CASS SUNSTEIN**

PROFESSOR AT HARVARD LAW SCHOOL, FORMER OBAMA ADMINISTRATION OFFICIAL AND AUTHOR OF *CHOOSING NOT TO CHOOSE*





## Investigate Clues to the Origin of Time

Time rules our lives. From the rising and setting of the sun to the cycles of nature and the biorhythms in our day, nothing so pervades our existence and yet is so difficult to explain. Time seems to be woven into the very fabric of the universe. But why?

Join Professor Sean Carroll, noted author and Senior Research Associate in Physics at the California Institute of Technology, on a mind-bending journey for the answer to that question in **Mysteries of Modern Physics: Time**. Guiding you through the past, present, and future, these 24 riveting lectures illuminate how a phenomenon we all experience actually connects us to the instant of the universe's formation—and possibly to a multiverse that is unimaginably larger and more varied than the known cosmos.

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Taught by Professor Sean Carroll  
CALIFORNIA INSTITUTE OF TECHNOLOGY

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2. What Is Time?
3. Keeping Time
4. Time's Arrow
5. The Second Law of Thermodynamics
6. Reversibility and the Laws of Physics
7. Time Reversal in Particle Physics
8. Time in Quantum Mechanics
9. Entropy and Counting
10. Playing with Entropy
11. The Past Hypothesis
12. Memory, Causality, and Action
13. Boltzmann Brains
14. Complexity and Life
15. The Perception of Time
16. Memory and Consciousness
17. Time and Relativity
18. Curved Spacetime and Black Holes
19. Time Travel
20. Black Hole Entropy
21. Evolution of the Universe
22. The Big Bang
23. The Multiverse
24. Approaches to the Arrow of Time

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## Who dreamed the biggest dream?

*Susan Boyle's I Dreamed a Dream (2009), which sold more than 700,000 copies its first week, was the biggest debut album by any female solo artist in the SoundScan era*

## Who is America's youngest female billionaire?

*At 31, Elizabeth Holmes, the founder of blood-diagnostics company Theranos, is worth \$4.6 billion*

II.

THE  
ANSWERS  
ISSUE

# Who is exceptional?

## Who are we watching on YouTube?

*Swedish gamer Felix Kjellberg's YouTube channel, PewDiePie, has 37 million subscribers, the most of any user*

## Who has recorded the most?

*Indian singer Asha Bhosle, 81, is the world's most recorded artist, with about 11,000 solo, duet and chorus-backed songs since 1947*

## Who is leading the next generation of LGBT activists?

*Fourteen-year-old transgender activist Jazz Jennings, whose TLC series debuts this summer, is the youngest person ever to be named to the Out 100 and the Advocate's 40 Under 40 list*

## Who is the world's most popular astrophysicist?

*Neil deGrasse Tyson's 3.7 million Twitter followers eclipse those of all other scientists*

# Meryl Streep

KNOWN FOR EXPERTLY TACKLING DIVERSE AND DIFFICULT ROLES, THE 66-YEAR-OLD STILL SETS THE PERFORMANCE BAR IN HOLLYWOOD

*In 1979, the Academy of Motion Picture Arts and Sciences nominated Streep for her supporting role in *The Deer Hunter*. Nearly four decades later, she continues to astound audiences with the range and vitality of her performances. This year Streep earned her **19TH OSCAR NOMINATION**, a seemingly unbeatable record, for playing the witch in *Into the Woods*.*

PHOTOGRAPH BY BRIGITTE LACOMBE



**48**

Feature films released

**4**

Film auditions that did not result in a role

**280**Hours spent practicing violin for her role in the 1999 film *Music of the Heart***15**Pounds gained for the role of Julia Child in the 2009 film *Julie & Julia***36**

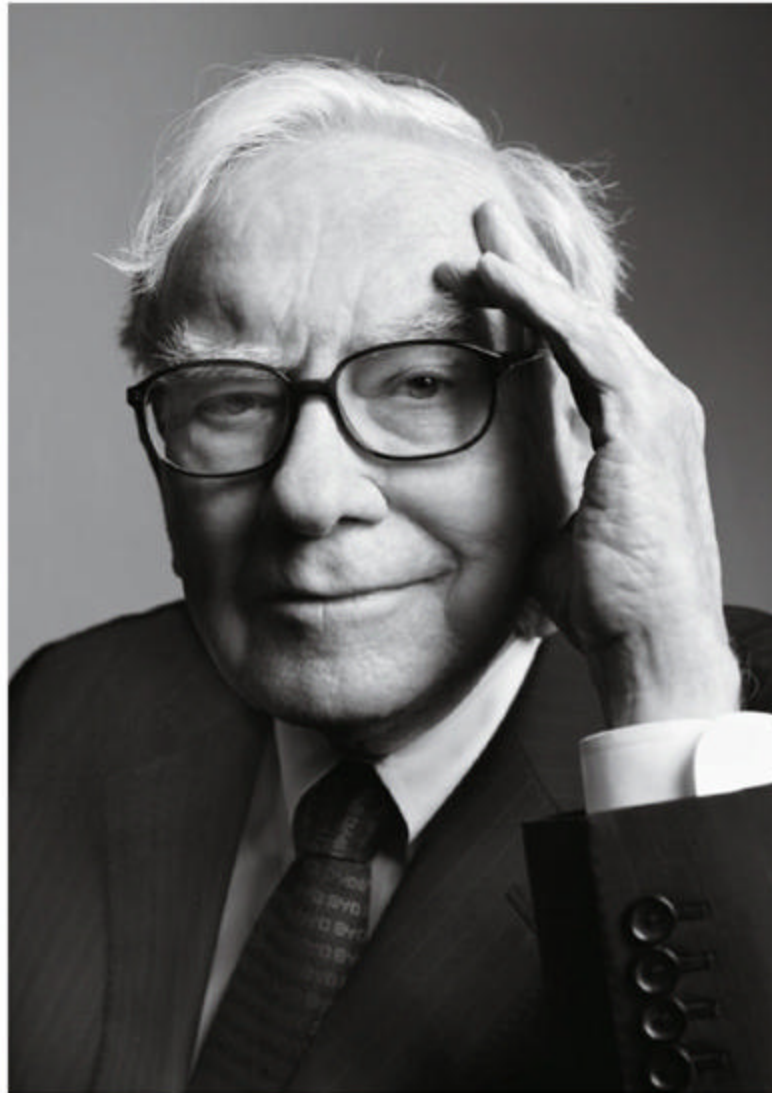
Years married to husband Don Gummer

**\$349.3 MILLION**Total U.S. ticket sales for *Kramer vs. Kramer*, Streep's top-grossing movie, adjusted for inflation**20**Minutes onscreen in *Kramer vs. Kramer*, the first film that landed Streep an Oscar**3**Years between *Music of the Heart* and *Adaptation*, the longest hiatus in Streep's career**60**Outfits worn in *The Devil Wears Prada*

THE CAPITALIST

# Warren Buffett

THE 84-YEAR-OLD INVESTOR KEEPS A LOW PROFILE BUT IS ON THE HIGHEST PEDESTAL IN THE BUSINESS WORLD



At 11 years old, Buffett bought his first stock—three shares of Cities Service preferred, for \$38 a share. He sold at \$40 a share, a decision he regretted when the stock rose to \$202. The lessons he learned from that experience—and the principles of his guru, economist and investor Benjamin

Graham—have stayed with him as he has grown his company, Berkshire Hathaway, into a \$350 billion conglomerate. Buffett is the **WORLD'S THIRD RICHEST PERSON**, but for 30 years he has taken a relatively meager \$100,000 salary, the smallest take-home earnings of any Fortune 500 CEO.

PHOTOGRAPH BY MARK SELIGER FOR TIME

**\$69.3 BILLION**

Buffett's net worth

**99%**

Share of his wealth that he has pledged to give to charity

**\$653,000**

Value of Buffett's primary residence, a 6,570-sq.-ft. (610 sq m) home in Omaha

**20,310**

Miles (32,690 km) on the 2006 Cadillac that he auctioned in February—the result of a 3-mile (4.8 km) round-trip commute

**6**

Newspapers on his daily reading list, spanning local and national outlets

**180**

Seconds Buffett says he needs to decide if an investment is worth pursuing

**1**

Total number of emails ever written

**1.04 MILLION**

Twitter followers

**7**

Tweets sent

**720**

Calories consumed daily from regular and Cherry Coke

# Serena Williams

SHE BEGAN TRAINING WHEN SHE WAS 3 YEARS OLD. AT 33, SHE IS THE NO. 1 WOMEN'S TENNIS PLAYER IN THE WORLD

*In her 20 years of competing professionally, Williams has earned \$69.7 million in prize money, more than any other female player in history. Now, with **35 MAJOR TOURNAMENT TITLES** under her belt, including her singles victory at the French Open in early June, Williams is at the top of her game. Headed into Wimbledon, she's halfway to a Grand Slam this year.*

PHOTOGRAPH BY PAOLA KUDACKI FOR TIME



**268**

Aces hit so far in 2015 competitions

**128.6**

Miles per hour (207 km/h) of her fastest recorded serve, at the Australian Open in 2013

**3**

Hours a day spent on the court

**\$82,500**

Fine paid to the Grand Slam committee for an outburst at the 2009 U.S. Open, the largest fine ever imposed on a tennis player

**20**

Grand Slam singles titles—so far; she holds the third most in the history of women's tennis

**15**

Grand Slam doubles and mixed-doubles titles

**4**

Olympic gold medals—1 in women's singles and 3 in women's doubles, an all-time tennis record shared only by her sister Venus

**1,539**

Calories burned in an average best-of-three-sets match

**1**

Racket head smashed in half, after losing a set in 2014

**THE VIRTUOSO**

# Midori Goto

SHE HAS SOLD OUT MUSIC HALLS SINCE THE AGE OF 11. NOW 43, SHE IS FOCUSED ON MUSIC EDUCATION AND PHILANTHROPY



Midori became **ONE OF THE YOUNGEST PROFESSIONAL CLASSICAL STRING MUSICIANS** of our time, mastering some of the most difficult violin pieces before adolescence. The prodigy continues to play solo performances with world-class orchestras. In her early 20s, Midori founded her first char-

itable foundation to promote music education. Today, in addition to juggling concert tours and running four non-profit music organizations, Midori is a violin chair at the University of Southern California Thornton School of Music, which enrolls more than 1,000 students.

PHOTOGRAPH BY TIMOTHY GREENFIELD-SANDERS

**5**

Hours a day spent practicing as a child; today she practices 4 to 6 hours a day

**1/16**

Size of the first violin Midori received from her mother, at age 3, compared with a full-size instrument

**1734**

Year her Guarnerius del Gesù violin was made

**16**

CD releases

**3**

Years of preparation for each new repertoire or music project

**100**

Headline concerts per year

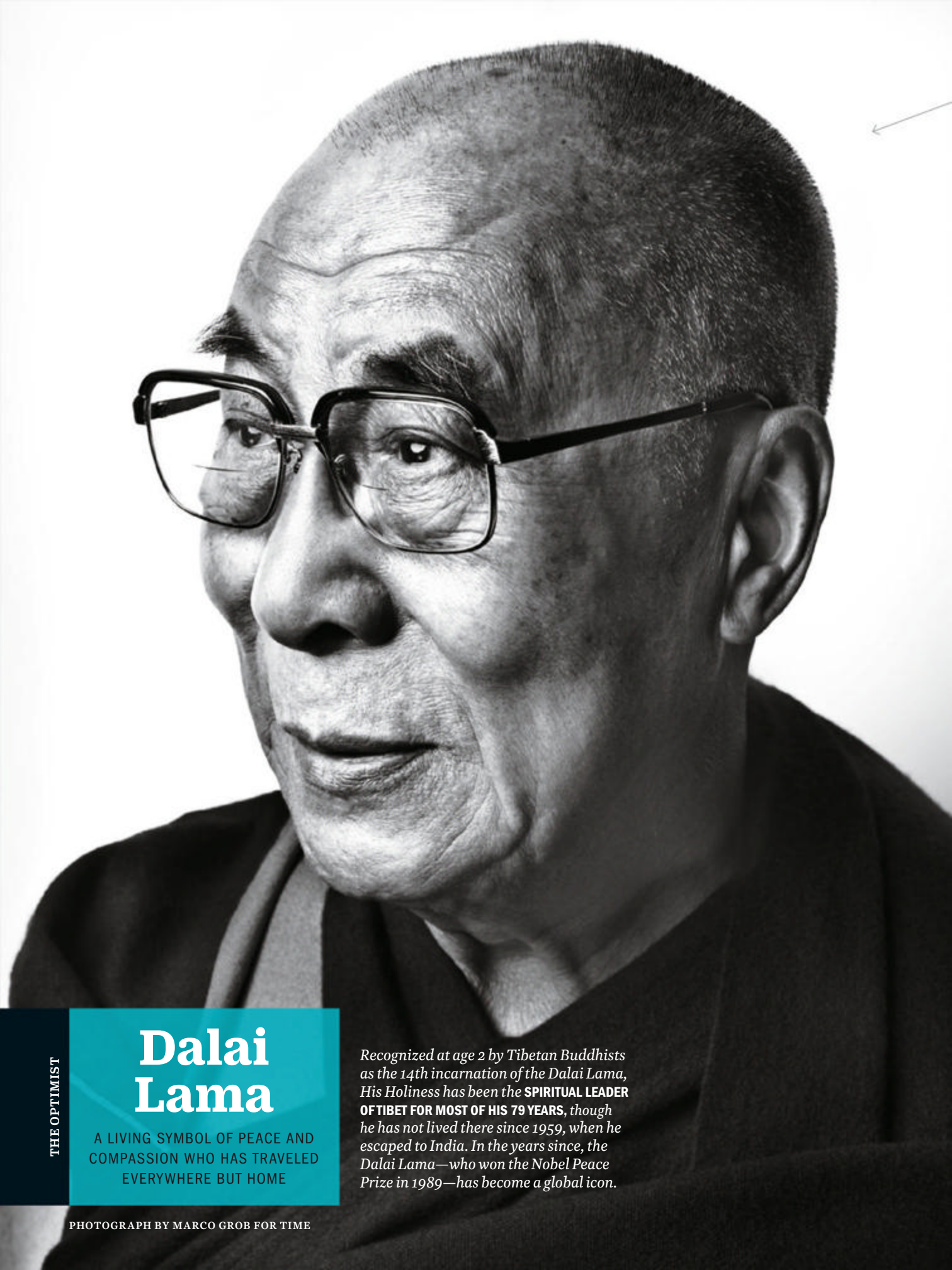
**6**

Hours of sleep per night

**3**

Violins needed to play at her Tanglewood debut at age 14, after twice breaking the E string

**23**Minutes to play Paganini's *Violin Concerto No. 1* as a soloist with the New York Philharmonic in 1982 at age 11



THE OPTIMIST

# Dalai Lama

A LIVING SYMBOL OF PEACE AND  
COMPASSION WHO HAS TRAVELED  
EVERYWHERE BUT HOME

*Recognized at age 2 by Tibetan Buddhists as the 14th incarnation of the Dalai Lama, His Holiness has been the **SPIRITUAL LEADER OF TIBET FOR MOST OF HIS 79 YEARS**, though he has not lived there since 1959, when he escaped to India. In the years since, the Dalai Lama—who won the Nobel Peace Prize in 1989—has become a global icon.*

PHOTOGRAPH BY MARCO GROB FOR TIME



**6.5**

Hours spent meditating and praying each day

**200,000**

Attendance at the Dalai Lama's largest prayer gatherings, most recently in Bihar, India, in 2012

**3**

Months spent traveling outside India every year

**3 A.M.**

Wake-up time, followed by a morning ritual that includes meditation and light exercise

**7 P.M.**

Bedtime

**2**

Meals eaten per day (breakfast and lunch)

**110**

Books by the Dalai Lama; most focus on peace and spirituality

**3**

Popes who have met him; Pope Francis has yet to do so

**4**

Sitting U.S. Presidents who have met him

**32**

Countries that have bestowed awards on him

THE WRITER

# Toni Morrison

SHE RECEIVED THE NOBEL PRIZE IN 1993 AND IS NOW THE ONLY LIVING AMERICAN NOBEL LAUREATE FOR LITERATURE



The 84-year-old writer is one of literature's most illustrious figures. She has written **MORE THAN 25 WORKS SPANNING SIX GENRES**—including opera—and is credited with helping the careers of other African-American writers while she was an editor at Random House. Her writing, includ-

ing her most recent novel, *God Help the Child*, centers on the complexities of race and the legacy of slavery in the U.S. Morrison, currently a professor emeritus at Princeton University, has remained a cultural voice. In 2012, Barack Obama awarded her the Presidential Medal of Freedom.

PHOTOGRAPH BY KATY GRANNAN

**39**

Morrison's age when her first novel, *The Bluest Eye*, was published

**11**

Novels published to date

**3**

Morrison titles that appear on the American Library Association's 100 Most Frequently Challenged Books list

**48**

Writers and critics who signed a 1988 letter protesting that Morrison had not yet received a National Book Award or Pulitzer Prize

**1988**

Year Morrison won the Pulitzer Prize for her novel *Beloved*, which Oprah adapted and starred in on film 10 years later

**31**

Minutes in Morrison's Grammy-nominated audiobook *Who's Got Game*, which she recorded with her son Slade

**20+**

Honorary degrees from academic institutions, including Harvard, Princeton, Oxford and the Sorbonne





AdvisorNet

# Are You Ready?

**Thank Them. Salute Them. #GiveThem20**

1 million troops are coming home. Let's thank them for their service.

**1**

## Dedicate

20 push-ups, sit-ups, etc.  
to our returning veterans

**2**

## Challenge

your friends to make  
similar tributes

**3**

## Share

your video using  
**#GiveThem20**

**GiveThem20.org**





**What is the average distance  
of a home run?**

*In Major League Baseball, it's 398 ft. (121 m)*

**What's love got to  
do with it?**

*From 1971 to 2011, 80% of Billboard Year-End Hot 100 singles included themes of romantic or sexual desire*

**Which country has  
the fastest Internet?**

*At an average end-user speed of 23.6 megabits per second, South Korea's Internet is the world's fastest*

**What's the healthiest vegetable?**

*Watercress has the highest density of the 17 most important vitamins and minerals*

Questions  
we should  
be asking

III.

THE  
ANSWERS  
ISSUE

**Which is the best Star Wars  
of all time?**

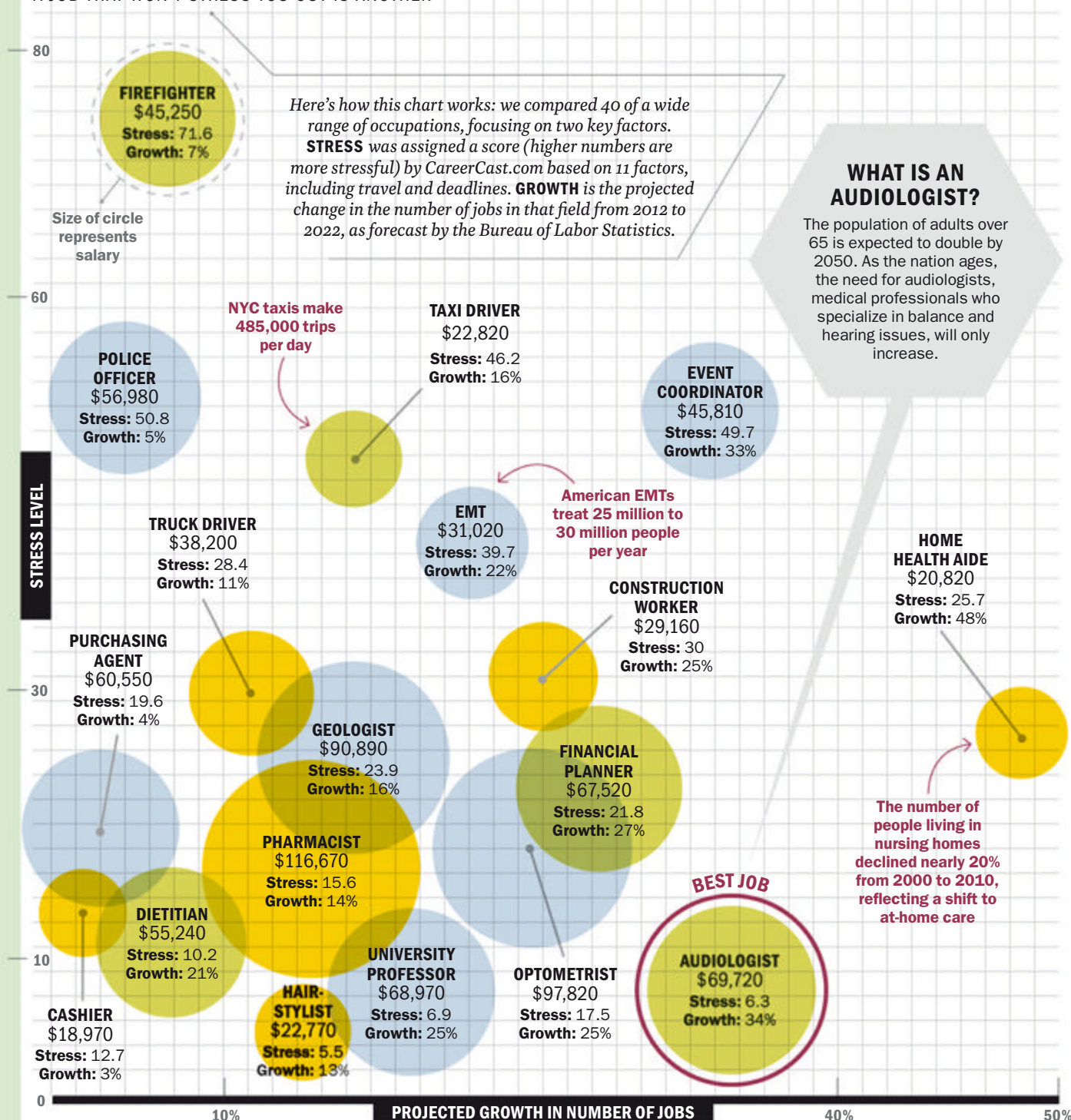
*Episode V: The Empire Strikes Back, clearly*

**That painting cost how much?**

*Pablo Picasso's Women of Algiers (Version O) was auctioned for \$179 million at Christie's in May*

# What is the best job in America?

LANDING A JOB IN A GROWING FIELD IS ONE THING, BUT FINDING A JOB THAT WON'T STRESS YOU OUT IS ANOTHER





# Why don't we have a cure for the common cold?

## WHAT REALLY HELPS A COLD?

WILL LIKELY WORK

### FLUIDS

**Drinking water can help relieve congestion** and prevent dehydration. Try it warm with lemon.

### SALINE NASAL DROPS

Over-the-counter drops and sprays **can ease stuffiness and congestion.**

LESS PROVEN, BUT PROBABLY WON'T HURT

### ZINC

Some studies suggest that zinc lozenges or syrup **can reduce the average length of a cold** in people who are otherwise healthy, but critics say those studies are flawed.

### VITAMIN C

Taking this before the onset of cold symptoms **may shorten the duration of the cold**, but evidence suggests the nutrient doesn't prevent it altogether.

1

### TOO MANY VIRUSES

What we know to be the **common cold is actually hundreds of strains of viruses**, many falling within the large family called a rhinovirus. In a typical year, there are three to four flu strains to look out for, but there can be 20 to 30 strains of rhinoviruses circulating.

**\$40 BILLION** AMOUNT THE COLD COSTS THE U.S. ECONOMY, WHICH IS MORE THAN THE COST OF HEART FAILURE

2

### HARD TO VACCINATE AND TREAT

We're usually protected from viruses through vaccination, but **it's nearly impossible to develop an annual vaccine for cold-causing viruses** because there are too many and they change often.

Rhinoviruses fall under three categories: A, B and C. While there is research in drug development for types A and B, research for C viruses is further behind.

3

### LACK OF INCENTIVE

Compared with those of other infectious diseases, the **symptoms of the common cold are rather benign, and a cold is rarely fatal.** The runny nose and sore throat we experience are actually side effects from our immune system's attack on the virus to make us better.

# What are my risk factors?

MOST PEOPLE LIVE PAST AGE 65, AT WHICH POINT THE TOP CAUSE OF DEATH IS HEART DISEASE, FOLLOWED BY CANCER, ACCORDING TO A TALLY OF ALL 2.6 MILLION DEATHS IN THE U.S. IN 2013

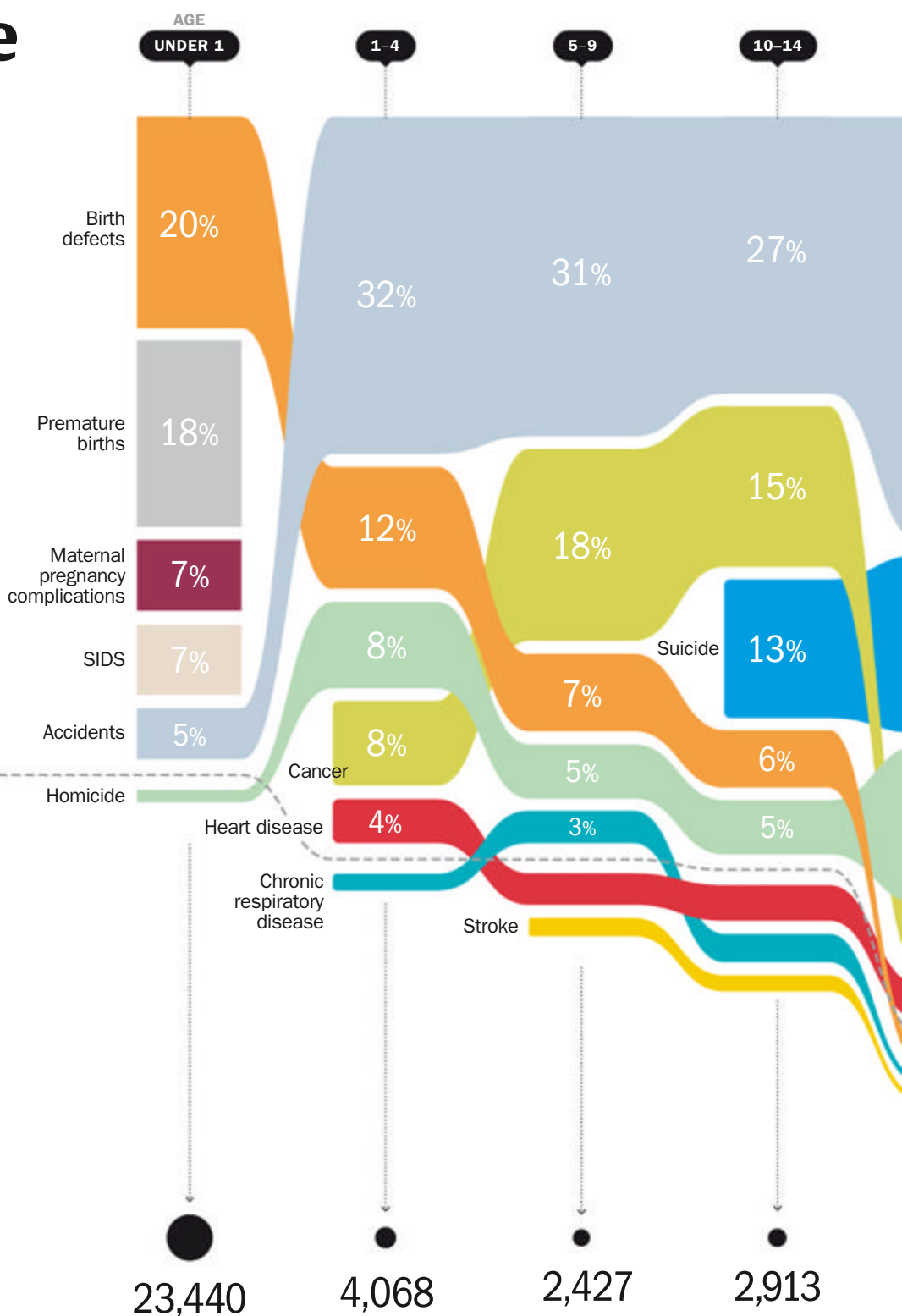
Top 5 causes of death by percentage of all deaths within each age group

Causes outside the top 5 that appear in the top 5 at other ages

Total 2013 deaths for that age group

## CHILDREN

Drowning is the top cause of accidental death for the youngest children. From ages 5 to 24, motor-vehicle accidents are the leading cause.



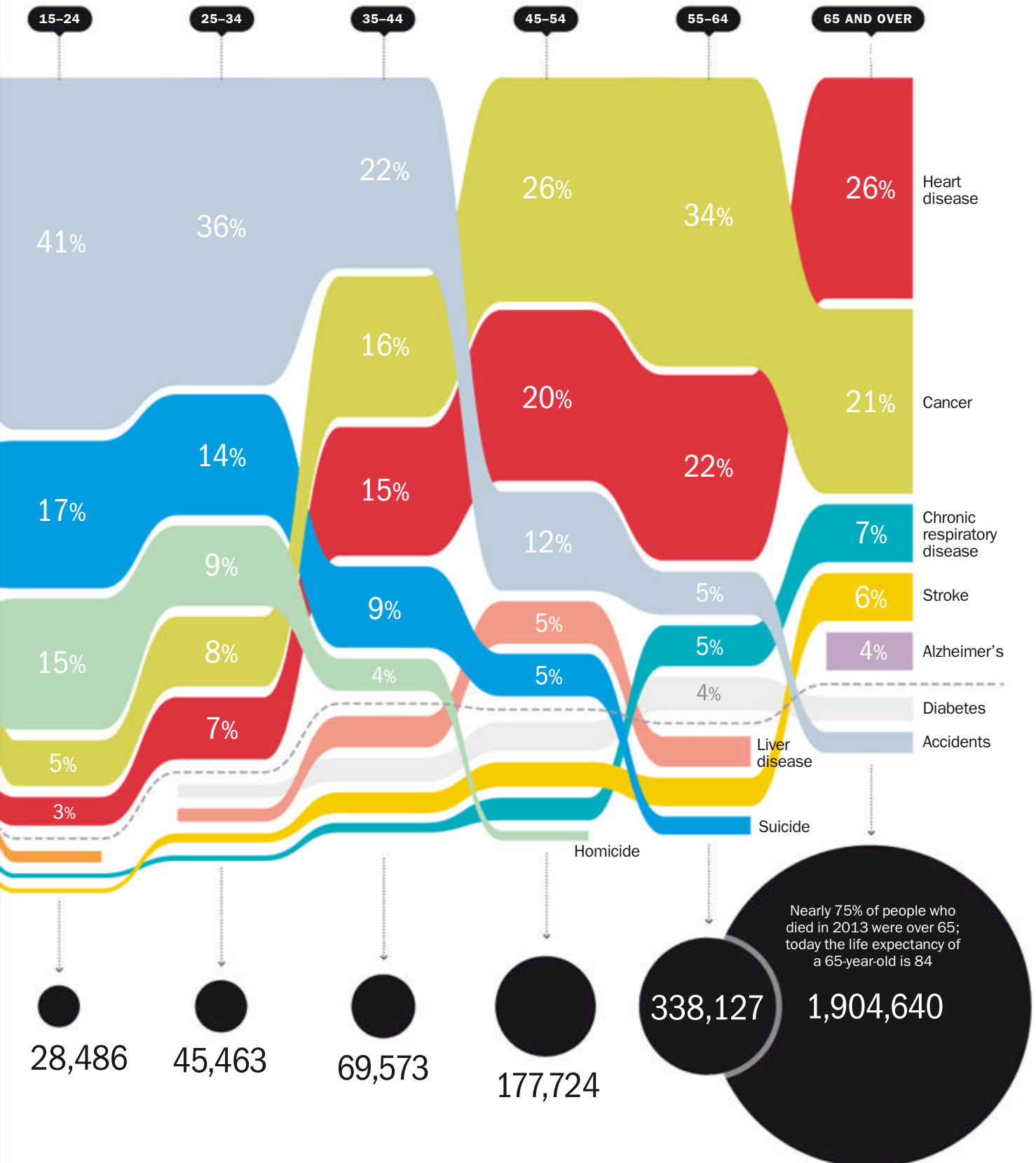


## ADULTS

Of the 630,887 people ages 25 to 64 who died, 28,655 committed suicide, most commonly using a firearm.

## ELDERLY

The most common cancer after age 55 is lung cancer, followed by lymphoid and blood cancers.



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## Municipal Bonds Offer Three Big Advantages.

### Advantage #1: The potential safety of principal.

If you're a prudent investor in need of investment income, you don't want to gamble with your precious nest egg. If you're nearing retirement or are already retired, you want to do everything you can to make sure your investments can support your retirement. That's why our free Bond Guide makes "must" reading.

### Advantage #2: The potential for regular, predictable income.

When you invest in municipal bonds, you typically get interest payments every six months unless they get called or default. Because default rates for the investment-grade-rated bonds favored by Hennion & Walsh are historically low (according to Moody's 2012 research,\*) you can enjoy a regular income stream in retirement. Please note that if a bond is called, any bond you may buy in the future with the proceeds, may earn more or less than the original called bond.

### Advantage #3: The potential for tax-free income.

Good news! Income from municipal bonds is NOT subject to federal income tax and, depending on where you live, may also be exempt from state and local taxes.

### About Hennion & Walsh

Since 1990, Hennion & Walsh has specialized in investment grade tax-free municipal bonds. The company supervises over \$2 billion in assets in over 15,000 accounts and provides individual investors with institutional quality service and personal attention.



Dear Investor,

We urge you to call and get your free Bond Guide. Having tax-free municipal bonds as part of your portfolio can help get your investments back on track and put you on a path to achieving your investment goals. Getting your no-obligation guide could be the smartest investment decision you'll make.

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Here's just some of what you'll learn . . .

Why municipal bonds may deserve a place in your portfolio. (Page 1)

Why insured bonds often provide an extra degree of security. (Page 2)

Why municipal bonds can potentially provide safety of principal. (Page 3)

How municipal bonds can potentially provide tax-free income. (Page 3)

Strategies for smart bond investing. (Page 4)

Municipal bond facts every investor should know. (Page 4)

Plus lots more!

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Without Cost or Obligation

CALL  
(800) 316-1846

(for fastest service, call between 8 a.m. and 6 p.m.)

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Parsippany, NJ 07054



**\$3.3 trillion**

One year of health care spending in the U.S.

**OUR DEBT COULD** cover the costs of a kidney transplant for 54.4 million people (nearly the populations of California and Florida combined)

# What could America's \$18 trillion debt buy?

A LOT. ALL TOGETHER, THESE BLOCKS OF EXPENSES ARE JUST ABOUT EQUAL TO \$18.2 TRILLION

**\$742 billion**

Market value of Apple

**OUR DEBT COULD** buy everyone in the world an Apple Watch, an iPad, an iPhone 6 and a 13-in. MacBook Air**\$3.07 trillion**

All U.S. consumer debt (autos, credit cards, student loans)

**OUR DEBT COULD** pay down all U.S. consumer debt, plus all U.S. mortgage debt, and still leave enough to buy every homeless person in the U.S. a \$10 million mansion**\$631 billion**

U.S. national defense budget in 2015

**OUR DEBT COULD** buy 1,000 nuclear-armed submarines and 3,000 B-2 Spirit bombers**\$68 billion**

Value of every NFL, MLB, NBA and NHL team

**OUR DEBT COULD** pay every U.S. teacher \$5 million a year—the average salary of an NBA player**\$1.05 trillion**

Collective cost of the top 200 U.S. weather disasters since 1980

**OUR DEBT COULD** finance repairs and cleanup for over 100 Hurricane Katrina-level disasters**\$254 billion**

One year of U.S. summer-vacation spending

**OUR DEBT COULD** send every American on a Caribbean vacation every year for the next 30 years**\$3.8 trillion**

One year of the gross domestic product of Germany, the world's fourth largest economy

**OUR DEBT COULD** buy over 1 billion tons of Bavarian bratwurst**\$4.4 trillion**

U.S. war spending since 9/11, including veterans' medical costs to 2054

**OUR DEBT COULD** finance eight wars proportionate to the war in Iraq**\$60,088**

Four years of public-college tuition, room and board in the U.S.

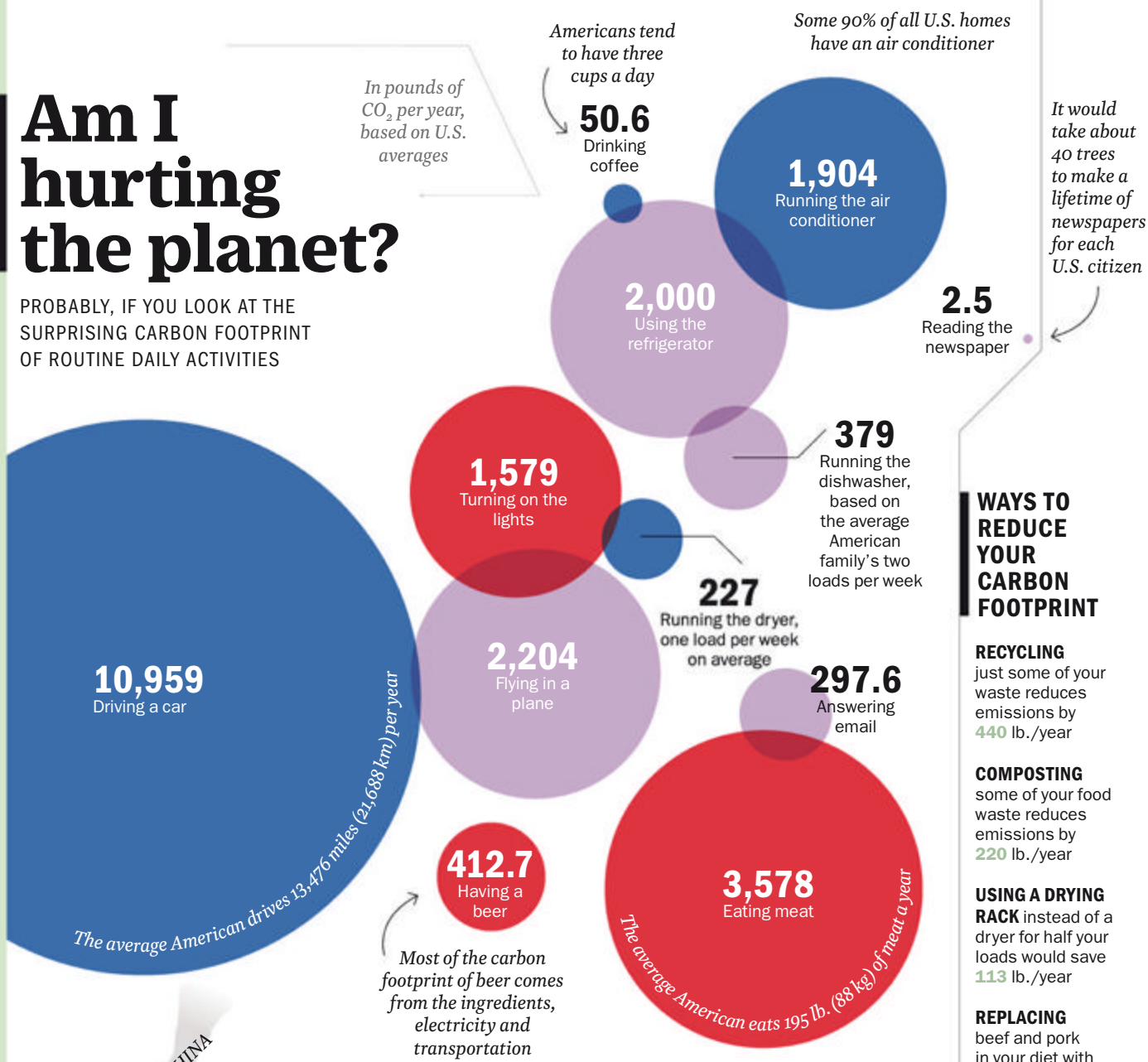
**OUR DEBT COULD** cover four years of public college for every American under age 75**\$1.2 trillion**

One year of fast-food and casual-restaurant spending worldwide

**OUR DEBT COULD** reimburse every fast-food purchase made in the past 15 years worldwide

# Am I hurting the planet?

PROBABLY, IF YOU LOOK AT THE SURPRISING CARBON FOOTPRINT OF ROUTINE DAILY ACTIVITIES



## WAYS TO REDUCE YOUR CARBON FOOTPRINT

**RECYCLING**  
just some of your waste reduces emissions by **440 lb./year**

**COMPOSTING**  
some of your food waste reduces emissions by **220 lb./year**

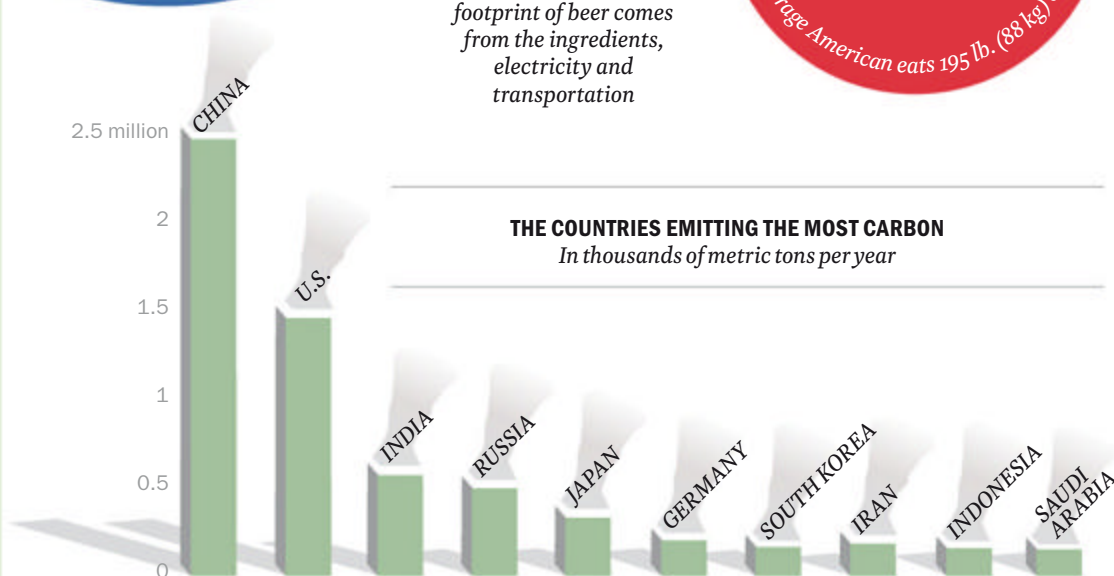
**USING A DRYING RACK** instead of a dryer for half your loads would save **113 lb./year**

**REPLACING** beef and pork in your diet with poultry would save **1,555 lb./year**

**TURNING YOUR HEATER DOWN** by 8°F (4°C) while you sleep and are at work would save **1,759 lb./year**

## THE COUNTRIES EMITTING THE MOST CARBON

*In thousands of metric tons per year*



SOURCES: NATIONAL GEOGRAPHIC; THE GUARDIAN; CARBON DIOXIDE INFORMATION ANALYSIS CENTER



**WENDY'S**

**Sour Cream and Chive Baked Potato:** Possibly the least-adulterated item on any fast-food menu, these are baked in the oven for a full hour, pack 46% of your daily recommended potassium and are very low in sodium and calories.

7	50	8
GRAMS FIBER	MILLIGRAMS SODIUM	GRAMS PROTEIN

**TACO BELL**

**Double Tostada:** Cheese, lettuce, tomatoes, red sauce and refried beans on a corn shell contain 28% of your daily recommended fiber.

7	650	12
GRAMS FIBER	MILLIGRAMS SODIUM	GRAMS PROTEIN

**CHICK-FIL-A**

**Grilled Chicken Cool Wrap:** With 15 g of fiber, 36 g of protein and half of your suggested daily dose of vitamin A, it's a solidly healthy choice from the chain. It's high in sodium, however, so it's best not to pair the wrap with fries.

15	900	36
GRAMS FIBER	MILLIGRAMS SODIUM	GRAMS PROTEIN

**CHIPOTLE**

**Burrito Bowl with chicken, brown rice, black beans, romaine lettuce and fresh tomato salsa:** Along with all the fiber and protein, this order has 99% of your recommended daily dose of vitamin A. Just skip the fajita veggies: they tack on an extra 170 mg of sodium.

17	945	45
GRAMS FIBER	MILLIGRAMS SODIUM	GRAMS PROTEIN

**SUBWAY**

**6-in. Veggie Delite on 9-Grain Wheat Bread:**

An obvious choice, sure, but it's the lowest-sodium meal on the menu (salads excluded), and it has the second-highest fiber count.

5	280	8
GRAMS FIBER	MILLIGRAMS SODIUM	GRAMS PROTEIN

**MCDONALD'S**

**Egg White Delight McMuffin:** Four grams is near the upper end of the fiber spectrum for foods at McDonald's, and compared with other menu items, this one is low in fat and sodium. Plus, it has more protein than a regular Egg McMuffin.

4	770	18
GRAMS FIBER	MILLIGRAMS SODIUM	GRAMS PROTEIN

**PANERA BREAD**

**Bowl of Low-Fat Garden Vegetable Soup With Pesto:** It's only 140 calories and one of the highest-fiber offerings on the menu.

Packed with real food—we counted eight veggies—it's served Monday, Wednesday and Friday, so schedule visits accordingly.

11	830	4
GRAMS FIBER	MILLIGRAMS SODIUM	GRAMS PROTEIN

**STARBUCKS**

**Hearty Veggie & Brown Rice Salad Bowl:** True, the word *salad* is in the name, but anything bedded on brown rice is a meal in our book. With seven vegetables and more than 100% of your daily recommended doses of vitamins A and C, it's a healthy option.

8	640	10
GRAMS FIBER	MILLIGRAMS SODIUM	GRAMS PROTEIN

# What should I order?

HERE ARE SOME SURPRISINGLY HEALTHY CHOICES AT POPULAR FAST-FOOD CHAINS THAT **AREN'T SALAD**. COMPARED WITH OTHER ITEMS ON THE MENUS, THESE OFFERINGS ARE AMONG THE HIGHEST IN FIBER—WHICH ONLY 3% OF AMERICANS GET ENOUGH OF—WITH LESS THAN 1,000 MG OF SODIUM

A LARGE ORDER OF MCDONALD'S FRIES HAS LESS SALT THAN A SERVING OF WHITE RICE AT CHIPOTLE

“

*It's the way my 2-year-old laughs when he hears Peppa Pig.*

Or the joy that my 4-year-old daughter gets playing *My Little Pony* while she's horseback riding, and my 12-year-old gets from Ariana Grande, Taylor Swift and Beyoncé—women I'm proud to see inspiring others with their self-expression. My 17-year-old tells me Luke Bryan is the bomb, while my 20-year-old is in European museums of her own volition. (The only museum I was interested in at 20 was a nightclub.) My wife finds it in the work of great designers, especially Alexander McQueen. I like the art by those French boys, the Lumières, and that American, Edison. I've always found art to be at its best when shared. I'm the Frank Capra of art appreciation: I love it when we all cheer.

#### HARVEY WEINSTEIN

CO-FOUNDER OF THE WEINSTEIN CO. AND THE ACADEMY AWARD-WINNING PRODUCER OF MANY PLAYS AND FILMS



# How does art work?

“

*Art can change the way we look at the world.*

It can reveal a certain beauty or truth, and it definitely is a disruption, a disturbance or a moment of epiphany where we pause and our view of everything else changes.

I had a great art teacher in primary school, and I remember her teaching method was to stimulate creative thinking by showing us so much art, even if it was in books and reproductions. Today the Internet provides incredible access to sites worldwide, but I think that art is an unmediated experience—the one-on-one moment with a great work of art.

#### KLAUS BIESENBACH

DIRECTOR, MOMA PS1, AND CHIEF CURATOR AT LARGE, THE MUSEUM OF MODERN ART, NEW YORK CITY



“

*Theater has the potential to break through binaries, to bring us into a world of ambiguity and paradox.*

To unlock positional thinking, to shatter taboos, to disrupt the normal patterns of our brain. Art has the power to explode the heart and open up other energetic capacities to re-perceive. It defies boundaries and leaps tall buildings. It transports, it translates, it transcends. Transcendence is so important right now because our lives are so mechanized, controlled and commodified; art has the capacity to open our souls and could be our revolutionary, evolutionary salvation.

#### EVE ENSLER

PLAYWRIGHT, ACTIVIST AND THE FOUNDER OF V-DAY AND ONE BILLION RISING



“

*Generally art partly completes what nature cannot bring to a finish, and partly imitates her.*

—Aristotle, *Physics*, 4th century B.C.



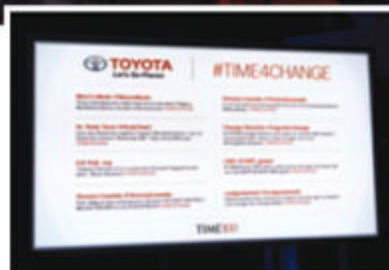
# TIME100 Gala

On Tuesday, April 21, the TIME 100 Gala hit New York City's Jazz at Lincoln Center. More than 400 luminaries walked the red carpet — artists, entertainers, politicians, innovators, captains of industry and revolutionaries from around the globe. This annual gala celebrates the TIME 100 list: the most influential people in the world.

Thanks to the TIME 100 Gala Sponsors:  
Citi, Chivas Regal 25 and Toyota.



Current TIME 100 honorees Diane von Furstenberg and Julianne Moore; Red carpet arrivals; Cocktail reception with honorees and guests in the Atrium; The dessert bar set-up compliments of Citi, presenting sponsor of the TIME 100 Gala and after party; Karlie Kloss and Martha Stewart posed for a selfie during cocktails; Honorees and guests share on social media a call to action to support a charity or cause of your choice using #time4change, thanks to the support of Toyota; A glimpse of the specialty cocktails served to guests compliments of Chivas Regal 25; TIME Publisher Meredith Long leads a special Chivas toast to the TIME 100 honorees.



## SPONSORS OF THE TIME 100 GALA





IV.

# What defines us

THE  
ANSWERS  
ISSUE





## HOW WE LEARN

82%

Percentage of U.S. college alumni who said they cheated during their undergraduate careers

5.05%

Acceptance rate for Stanford University's class of 2019, the most competitive undergrad admissions in the U.S.

16%

Percentage of American kids who attend a K-12 school that provides every student with a tablet or laptop

45

Number of U.S. states that require public schools to set aside time for the Pledge of Allegiance

44

Number of U.S. colleges (private and public four-year) that have closed since the financial crisis

8


Number of states that allow concealed firearms on public-college campuses

\$125,000

Annual cost at Le Rosey in Switzerland, the most expensive secondary school in the world

9.7

Average hours of homework per week in Russia, the country where kids do the most



**U.S. couples married in 2014  
spent an average of \$2,141  
on florists and other profes-  
sional decor services**





## HOW WE WED

**1991**

Year of the first gay marriage depicted on prime-time TV, shown on the Fox sitcom *Roc*

**29**

Number of reportedly monogamous marriages of Lynn Wolfe of California, the most on record

**30%**

Percentage of Tinder users who use the dating app despite being married, according to one study

**16,500**

Estimated number of mail-order brides entering the U.S. each year

**5%**

Percentage of Americans who are married or in a committed relationship who met their partner online

**75%**

Percentage of girls married before age 18 in Niger, the country with the highest adolescent marriage rate

**\$31,213**

Average amount American couples spend on their wedding, not including a honeymoon

## HOW WE POLICE

**31**

Number of U.S. states that allow the death penalty

**6 million**

Number of views, within seven hours, of video showing L.A. cops shooting a homeless man in March 2015

**77 hours**

Average time between deaths of on-duty U.S. law-enforcement officers

**1 in 3**

Proportion of U.S. police departments that are using body cameras

**45%**

Percentage of U.S. federal prisoners reporting a mental-health issue

**\$55,400**

Average bail amount in U.S. felony cases

**2**

Number of people shot to death by police in the U.S. each day on average so far in 2015

**\$59,560**

Average annual salary of U.S. police and sheriff's patrol officers in 2014







PHOTOGRAPH BY CLARA VANNUCCI

The da Vinci Surgical System, a robot made by Intuitive Surgical, was approved by the FDA 15 years ago. It's designed to facilitate complex surgery using a minimally invasive approach.

## HOW WE HEAL

30

Number of surgeons who worked on an “eight-legged” Indian girl in 2008 to remove extra limbs (from a parasitic conjoined twin)

3,317

Number of da Vinci surgery robots installed around the globe as of March 31

\$460

Amount of money a U.K. man spent to have his goldfish's tumor removed in January

16

Days taken to finish the London Marathon by a paraplegic woman wearing a robotic exoskeleton that allowed her to walk

11 g

Mass of the artificial heart—the world's smallest—that kept an Italian baby alive while waiting for a transplant in 2012

90%

Percentage of hearing aids that are 3-D-printed

6

Number of hours after surgery that an Indian woman with the largest brain tumor on record—the size of two baseballs—was up and walking













## HOW WE BELIEVE

73%

Estimated growth rate of the global Muslim population from 2010 to 2050, making Islam the only major religious group projected to grow faster than the world's overall population

71%

Percentage of U.S. Roman Catholics who say Pope Francis represents a major change in direction for the Catholic Church

April 15, 1912

Birth date of Kim Il Sung and the start of the North Korean calendar, based on *Juche*, the state ideology of cult worship of the nation's leader

700 million

Number of people who are religiously unaffiliated in China, the most of any country

19

Number of U.S. states that have religious-freedom laws similar to the controversial law proposed in Indiana this spring

4th century

Period in which Christian art first began regularly depicting angels with wings



People love **Hollywood**



**People**

FEBRUARY 2015

THE  
YEAR'S  
HOTTEST  
RED  
CARPET  
LOOKS!

305  
AMAZING  
PHOTOS! | BIGGEST  
FASHION &  
BEAUTY TRENDS

BEST  
DRESSES

AWARDS  
SEASON  
SPECIAL



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## Why do we laugh?

Scientists think laughing evolved to promote social group activity—you laugh 30 times as much when you're with others

## Why is a Cheerio a circle?

The “o” matches the cereal’s name, which was originally CheerioOats when it debuted in 1941

## What are we most afraid of?

One study found that Americans’ biggest personal fear—even more than public speaking—is walking alone at night

# Questions we didn't know we had

V.

THE  
ANSWERS  
ISSUE

## Why do we scar?

We can grow only 1 mm of epithelial tissue a day to seal our wounds, so our bodies hurriedly release collagen to patch the skin

## How much does a ticket to space cost?

A flight aboard Virgin Galactic retails for \$250,000

## How do fetuses breathe?

They don't. Pregnant women consume up to 20% more oxygen, which is delivered to fetuses through the placenta and umbilical cord

# What makes a song the song of the summer?

THERE'S NO EASY FORMULA, BUT COMMERCIAL SUCCESS, VIRAL POTENTIAL AND A LONG LEAD TIME HELP MAKE MEMORABLE HITS FOR THE HOTTER MONTHS

Nine of the past 11 songs of the summer went to No. 1; of that group, six did so by the first official day of summer

## 2015 CONTENDERS

**"SEE YOU AGAIN"**  
BY WIZ KHALIFA  
FEAT. CHARLIE PUTH

The song blew up in April after being featured in *Furious 7*, now the fourth highest-grossing movie of all time worldwide

It ended the 14-week reign of "Uptown Funk" at No. 1 and is back at the top spot after being briefly bumped by Taylor Swift

It set the record for the most-streamed track in a single day on Spotify in the U.S.

A film soundtrack hasn't spawned a song of the summer since 1991, with Bryan Adams' "(Everything I Do) I Do It for You"

**"CHEERLEADER"**  
BY OMI

It was first released in Jamaica in 2012, but a remix from German DJ Felix Jaehn gave the song new life in 2015

It has just reached No. 4 in the U.S., but it already topped the charts in several other countries

According to music-ID app Shazam, this song is destined for No. 1 based on data from its 100 million users

Any song that evokes sunshine is welcome during this time (see: Katy Perry's "California Gurls," Magic!'s "Rude")

**"WANT TO WANT ME"** BY JASON DERULO

A beat this bubbly meant a quick rise to the top after the song's March debut—it's the most-added track in Top 40 radio history

It's Derulo's sixth Top 10 hit (now sitting at No. 7) and his second song of the summer contender after last year's "Wiggle"

In a marketing twist, the music video premiered on the dating app Tinder

It's a guy's turn: with few exceptions, the past 11 songs of the summer have alternated between male and female artists

**"BAD BLOOD"**  
BY TAYLOR SWIFT  
FEAT. KENDRICK LAMAR

The song, which many fans believe is a slam against Katy Perry, was included on Swift's 1989 album last fall; she unveiled a hip-hop remix in May

A star-studded video helped it become Swift's fourth No. 1 single, but Wiz Khalifa took back the throne a week later

The video garnered more than 20 million views on Vevo in 24 hours, beating Nicki Minaj's record

Collaborations between singers and rappers have made up seven of the past 11 songs of the summer

**"TRAP QUEEN"**  
BY FETTY WAP

This ode to a drug dealer's better half surfaced last spring before getting a rerelease in December

The New Jersey rapper's first-ever *Billboard* Hot 100 entry peaked at No. 2 but has since slipped

The song spawned an Instagram meme as well as numerous covers and spoofs on the video app Vine

Vine popularity has turned year-old rap songs into hits before: the Finattic's "Don't Drop That Thun Thun!" went viral in 2013

**"SHUT UP AND DANCE"** BY WALK THE MOON

The new wave-inspired sleeper hit premiered last June but really took off this spring

It's currently No. 5 on the Hot 100 but has reached the top position on three different rock charts

A fan-made video mashing up the song with dance scenes from classic movies went viral

A rock band hasn't had the song of the summer since Smash Mouth hit a home run with "All Star" in 1999

## HALL OF FAME PAST SONGS OF THE SUMMER

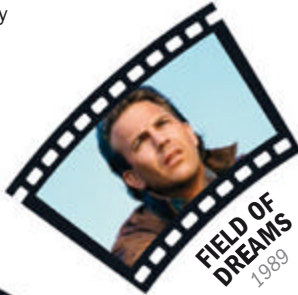


NOTE: SINCE 2010, BILLBOARD HAS NAMED A SONG OF THE SUMMER BASED ON A SEASONAL CHART THAT USES HOT 100 DATA. SOURCES: BILLBOARD; ENTERTAINMENT WEEKLY; THE WIRE



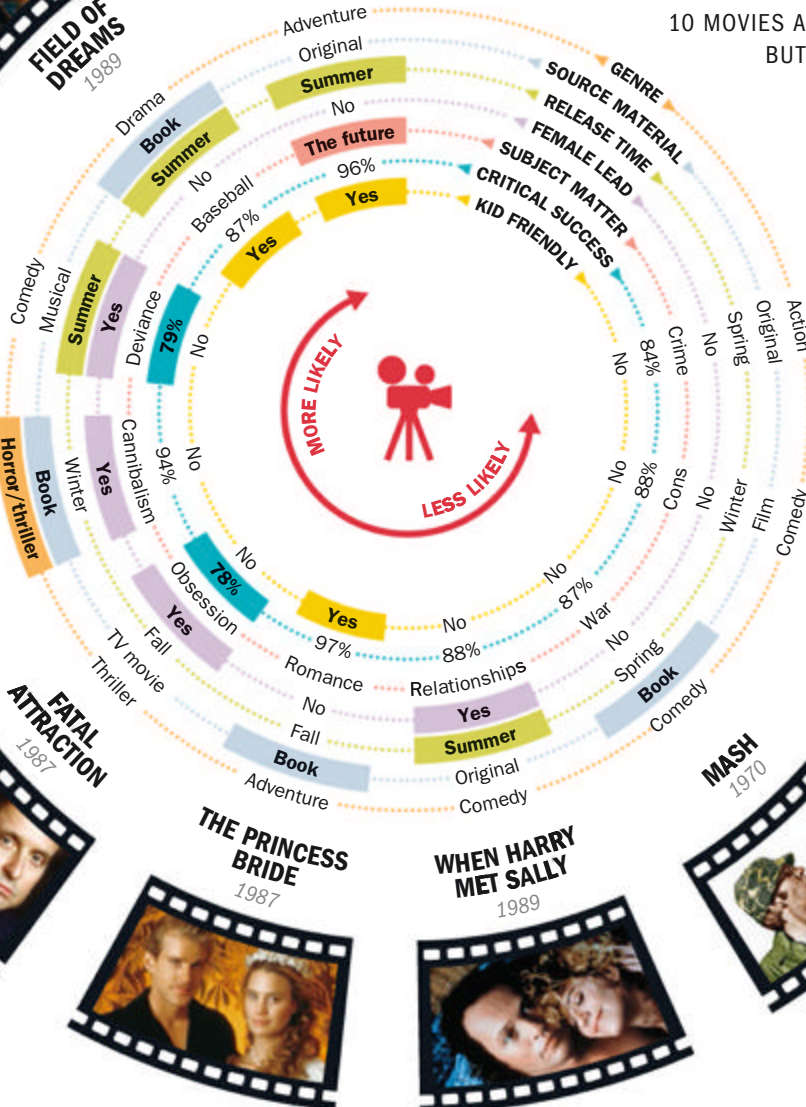
## THE NEXT MARTY MCFLY?

We suggest Emma Stone of *Birdman* fame. Her goofy charm would transform Michael J. Fox's skateboarding hero into a relatable modern-day heroine



# What should Hollywood remake next?

THE AVERAGE REMAKE COMES OUT 26 YEARS AFTER THE ORIGINAL. THESE 10 MOVIES ARE RIPE FOR REMAKING, BUT ARE THEY A GOOD BET?



## CRITERIA FOR SUCCESS

### GENRE

Horror is Hollywood's favorite genre to remake: 1 in 4 remakes are slasher flicks

### SOURCE

Box-office hits *Charlie and the Chocolate Factory* (2005) and *Planet of the Apes* (2001) were both based on books

### RELEASE

Summer movies are remade twice as often as movies released during other seasons

### LEAD

Women hold lead roles in six of the 10 most successful remakes with critics, despite playing only 12% of movie protagonists

### SUBJECT

Futuristic films like *I Am Legend* (2007) have been some of the biggest box-office earners since 2000

### REVIEWS

Remaking a critical hit is risky business—only 11 remakes since 2000 have higher critics' ratings than their originals

### AUDIENCE

Family pictures earned 44% of the sum of all remakes' box-office total even though they account for only 10% of remakes

# What's the world's deadliest creature?

SORRY SHARKS, MOSQUITOES HAVE YOU BEAT. HERE ARE TOTALS RANKED BY NUMBER OF HUMAN DEATHS PER YEAR

**755,000**  
MOSQUITOES

**200,000**  
SNAILS

**94,000**  
SNAKES

**61,000**  
DOGS

**12,000**  
ASSASSIN BUGS

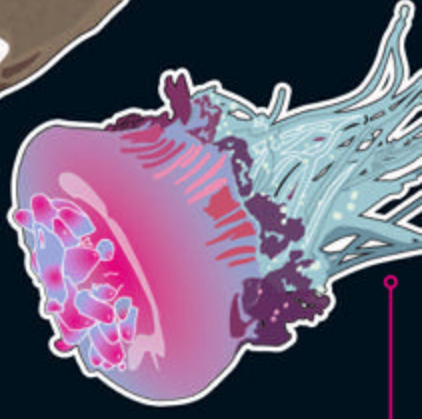
**3,250**  
SCORPIONS



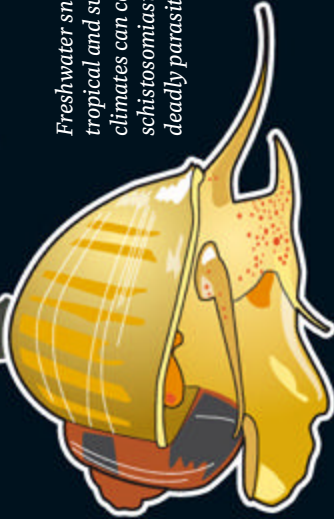
Hoping to stop the spread of deadly diseases, scientists in Florida plan to release millions of genetically modified male mosquitoes engineered to keep their partners from producing offspring



Deer can be deadly when they run in front of motor vehicles



Freshwater snails in tropical and subtropical climates can carry schistosomiasis, a deadly parasitic disease



Trypanosomiasis, a sleeping sickness carried by the tsetse fly, occurs mostly in rural areas in sub-Saharan Africa







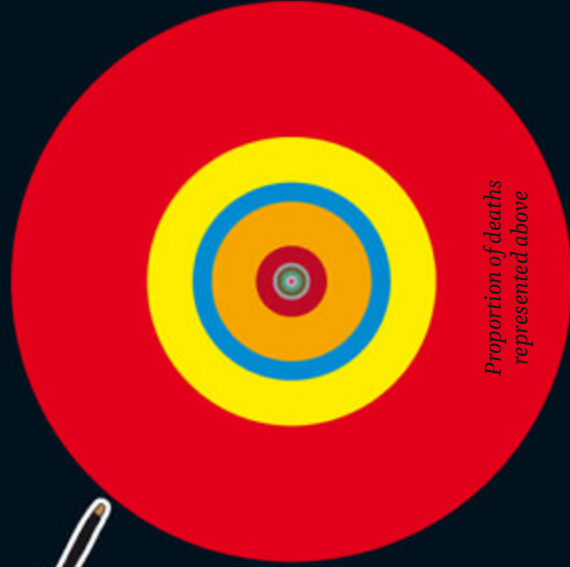
*Dogs with rabies are still killers in Asia and Africa*



*Sharks may be scary, but they killed only three people worldwide in 2014*



*From car accidents to murder, humans kill more humans each year than any animal does—approximately 1.6 million*



*The assassin bug carries Chagas' disease, which damages the heart and nervous system*



*Nearly 90% of hippopotamus attacks on humans are deadly*

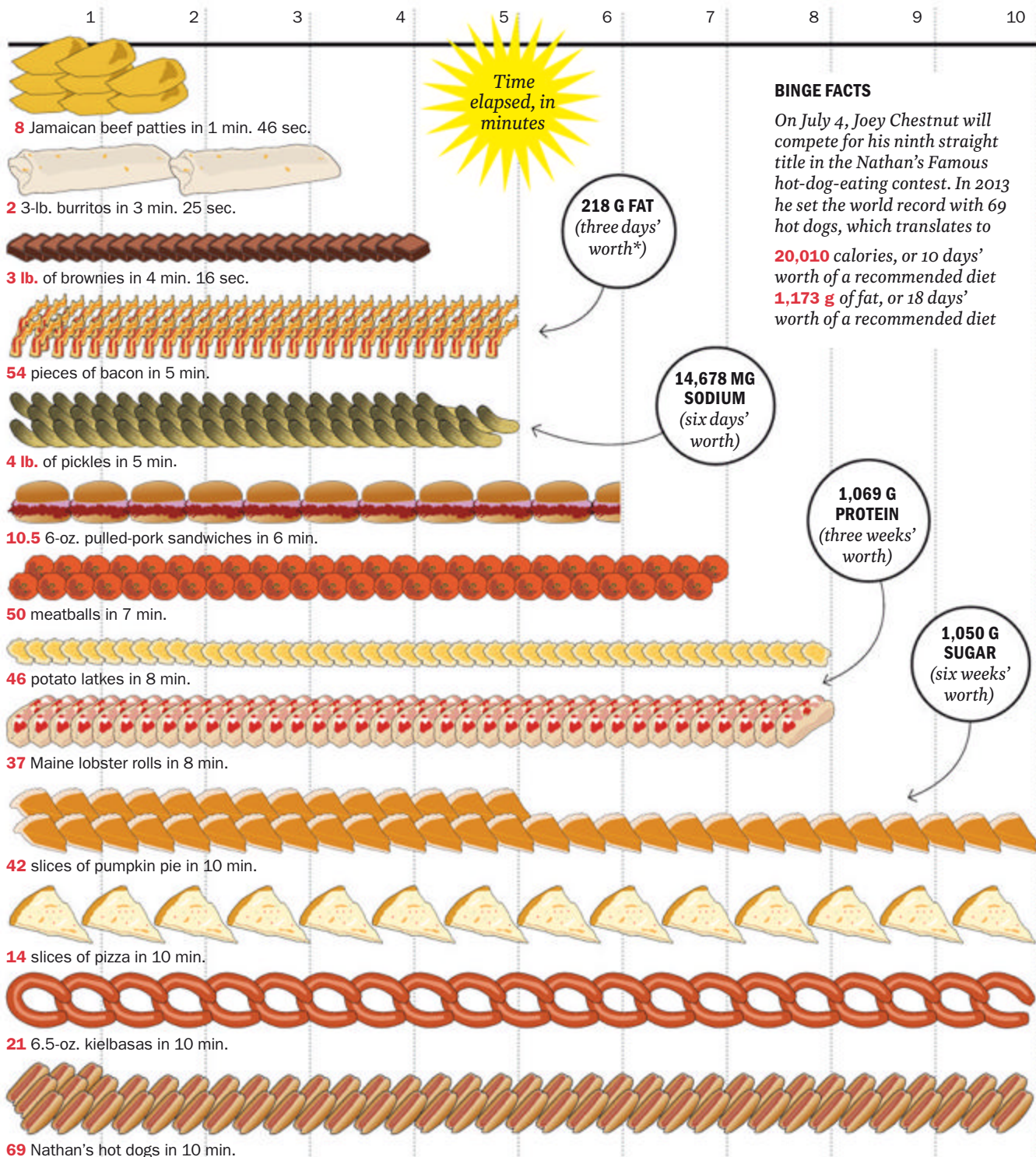
SOURCES: WORLD HEALTH ORGANIZATION; PLOS MEDICINE; ACTA TROPICA; GATES NOTES; WWF; TRAFFIC INJURY PREVENTION; NATIONAL SCIENCE FOUNDATION  
ILLUSTRATIONS BY HEATHER JONES FOR TIME



# They ate *how much?*

SINCE 1916, COMPETITIVE EATERS HAVE GORGED THEMSELVES FOR NATHAN'S ANNUAL HOT DOG CONTEST. HERE ARE SOME OTHER BINGE-EATING CONTESTS AND RECORDS

In the 2014 World Competitive Eating Championship, four "Big Eaters" together consumed  
**166 pieces of sushi,**  
**24 New York strip steaks and**  
**76 chicken drumsticks**



## BINGE FACTS

On July 4, Joey Chestnut will compete for his ninth straight title in the Nathan's Famous hot-dog-eating contest. In 2013 he set the world record with 69 hot dogs, which translates to **20,010 calories**, or 10 days' worth of a recommended diet **1,173 g** of fat, or 18 days' worth of a recommended diet



# Which President generates the most tourism?

EVERY YEAR VISITORS FLOCK TO U.S. FEDERAL MONUMENTS, PARKS AND BATTLEFIELDS. HERE ARE THE LEADING PRESIDENTS BEHIND THAT TOURISM, BASED ON THE LAND THEY ESTABLISHED AND THEIR PRESIDENTIAL LIBRARIES AND MEMORIALS

**FRANKLIN D. ROOSEVELT**  
27,110,229 visitors  
*Top park:*  
Lake Mead National Recreation Area

**CALVIN COOLIDGE**  
24,789,380 visitors  
*Top park:*  
Great Smoky Mountains National Park

**LYNDON JOHNSON**  
19,997,226 visitors  
*Top park:*  
Delaware Water Gap National Recreation Area

**JIMMY CARTER**  
17,118,803 visitors  
*Top park:*  
Vietnam Veterans Memorial

**RICHARD NIXON**  
31,597,349 visitors  
*Nixon's biggest contribution, in terms of visitors, is the Golden Gate National Recreation Area, which attracted over 15 million in 2014*

## Top three parks by number of visitors

**15,004,420**

GOLDEN GATE  
NATIONAL RECREATION AREA

**10,099,276**

GREAT SMOKY MOUNTAINS

**7,139,072**

LINCOLN MEMORIAL



# How can I win Jeopardy!?

YOU HAVE TO STUDY. BUT SINCE CONFIRMED CONTESTANTS TYPICALLY GET ONLY FOUR TO FIVE WEEKS TO CRAM BEFORE COMPETING, YOU CAN'T STUDY EVERYTHING. START HERE

## Study some of the most popular categories:

### DRILL DOWN WITHIN THEM

### ... AND GET REALLY SPECIFIC



#### WORLD GEOGRAPHY

River-related categories spring up more than ones about mountains.

Which river to study? Euphrates over Tigris; Thames over Seine.



#### LITERATURE

English literature is on the board about 360% more than French literature is.

They said yes to Mr. Darcy too. *Pride and Prejudice* is more popular than *Great Expectations*.



#### ANIMALS

You're far more likely to be asked about puppies than kittens.

In the battle of the breeds, poodles just barely beat bulldogs.



#### BUSINESS & INDUSTRY

Computer categories are about twice as popular as aviation ones.

Bill Gates is more frequently the answer to a question than Steve Jobs is.



#### HISTORY

Ancient history is more frequent than medieval history.

To wrap it up, remember that mummies are mentioned more than togas.

### THIS OR THAT?

Among correct answers, the yellow words show up more often

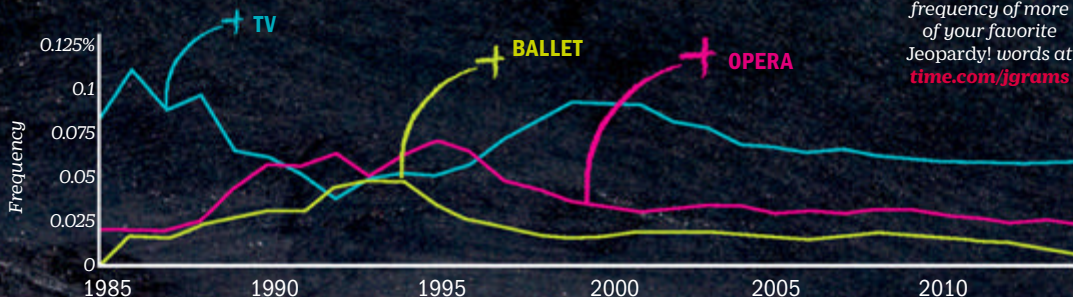
Pizza	Hamburger
Gravity	Evolution
Beer	Whiskey
Surfing	Sailing
Bagel	Doughnut
Harvard	Yale
Memorial Day	Labor Day
The Simpsons	Seinfeld
Elvis	The Beatles
HTML	C++

(tie)

**\$18,000**

(Answer: What's the most anybody's ever won on a single Daily Double?)

## CATEGORICAL IMPERATIVES DON'T WASTE TIME ON TOPICS THAT AREN'T AS POPULAR AS THEY ONCE WERE (SORRY, OPERA FANS)





**ALABAMA**

First use of the 911 system

**ALASKA**

Highest number of volcanoes in the U.S.

**ARIZONA**

Longest-running NFL franchise (the Cardinals, 1898)

**ARKANSAS**

Only state with a producing diamond mine

**CALIFORNIA**

Largest supplier of milk

**COLORADO**

Longest commercial-aircraft runway

**CONNECTICUT**

Largest collection of human brain specimens on display in the U.S.

**DELAWARE**

Only state with no national-park areas

**FLORIDA**

Most deaths due to lightning (47 since 2005)

**GEORGIA**

State with the most panda bears (9)

**HAWAII**

Most sleep-deprived state

**IDAHO**

Longest Main Street in America (33 miles long)

**ILLINOIS**

Home of the largest cookie factory (Nabisco)

**INDIANA**

Only state to ban alcohol sales on Sunday

**IOWA**

Largest population of pigs (which outnumber humans 7:1)

**KANSAS**

Most online porn page views per capita

**KENTUCKY**

Produces 95% of the country's bourbon

**LOUISIANA**

Largest porch swing (60 ft., fits at least 40 people)

**MAINE**

Most elderly state (median age is 44)

**MARYLAND**

Most millionaire households per capita (7.7%)

**MASSACHUSETTS**

Biggest lottery payouts (77¢ on the dollar)

**MICHIGAN**

Most lighthouses (92)

**MINNESOTA**

Highest voter turnout (76%) in the last presidential election

**MISSISSIPPI**

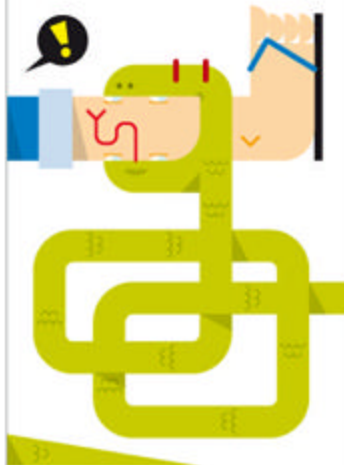
Biggest tax refunds (34.8% of collections refunded)



# What are we not known for?



MOST U.S. STATES HAVE AT LEAST ONE MAJOR CLAIM TO FAME. HERE'S A CLOSER LOOK AT SOME LESSER-KNOWN LOCAL SUPERLATIVES

**MISSOURI**

First ice cream cone

**MONTANA**

Largest snowflake ever observed

**NEBRASKA**

Invented Kool-Aid

**NEVADA**

Largest gold mine in the U.S.

**NEW HAMPSHIRE**

Most pizzerias per capita (3.9 per 10,000 people)

**NEW JERSEY**

More diners than any other state

**NEW MEXICO**

Most wanted bank robbers (59)

**NEW YORK**

Smallest chapel in the U.S. (28.7 sq. ft.)

**NORTH CAROLINA**

Highest rate of snake bites of any state

**NORTH DAKOTA**

No. 1 producer of honey

**OHIO**

Most cursing by residents on customer-service calls

**OKLAHOMA**

Most barbecue eateries per capita (2 per 10,000 people)

**OREGON**

Only state flag with different designs on the front and back

**PENNSYLVANIA**

Longest-running gas station (since 1909)

**RHODE ISLAND**

First U.S. circus performance

**SOUTH CAROLINA**

Largest sculpture garden (more than 1,400 works)

**SOUTH DAKOTA**

Most well-rested state

**TENNESSEE**

First self-service grocery store

**TEXAS**

Largest bat colony

**UTAH**

Highest per capita consumption of Jell-O

**VERMONT**

Highest percentage of cat owners

**VIRGINIA**

Highest percentage of personalized license plates

**WASHINGTON**

Highest liquor taxes

**WEST VIRGINIA**

Has the only house made entirely of coal

**WISCONSIN**

Largest mustard collection (5,676 jars)

**WYOMING**

Most registered firearms per capita (196 per 1,000 people)

# Are we alone in the universe?

“

*The universe makes galaxies. Galaxies make stars. Stars make worlds.*

The number of possible homes for life is staggeringly high—in the trillions. But knowing this is not the same as having direct evidence. We’ve never been closer to finding life’s signature on other worlds than we are now. Missions currently planned or contemplated could provide us with proof. We live on the brink of that revelation as we extinguish life forms on Earth and endanger our civilization by changing the climate and degrading the environment.

Are we alone? No, we have each other. That recognition will likely prove more elusive to us than finding life elsewhere.

## ANN DRUYAN

EMMY- AND PEABODY-WINNING WRITER, EXECUTIVE PRODUCER AND DIRECTOR OF 2014’S *COSMOS* AND CREATIVE DIRECTOR OF NASA’S VOYAGER INTERSTELLAR MESSAGE PROJECT



“

*Being in space does change your perspective.*

It’s a perspective I wish every person on this planet could have. You do get a glimpse of our place in the universe. And I wouldn’t say we’re insignificant. It’s really significant we’re here, sharing this planet.

In every crack in the sidewalk, there’s something growing. One of my favorite Hubble photos shows just a sliver of what we know as our universe. Nearly every dot is a galaxy. Life seems to want to take hold, and with all the planetary systems around so many stars, it’s hard to imagine this is the only place.

## BARBARA MORGAN

DISTINGUISHED EDUCATOR IN RESIDENCE AT BOISE STATE UNIVERSITY AND FORMER NASA ASTRONAUT



“

*Captain Janeway spent seven long years in the Delta Quadrant,*

75,000 light-years from home, battling alien species of every conceivable kind, so if you were to pose the question to her, she would throw back her then handsome head and, regarding the questioner with a touch of pity and a scintilla of scorn, would open her mouth and laugh with the abandon of the fully confident. Fictional characters are often given to such displays of hubris. I, on the other hand, confront this question with the same wide-eyed, full-hearted innocence I bring to bear on all that is impenetrably mysterious. And because I am Irish, I am never entirely free of the tangle of sentimentality. I read, I think, I observe, I listen, I weep, and in the end, I am resigned to the limits of my own imagination. I simply look heavenward and whisper, “I hope not.”

## KATE MULGREW

ACTOR KNOWN FOR *STAR TREK: VOYAGER* AND *ORANGE IS THE NEW BLACK* AND AUTHOR OF THE MEMOIR *BORN WITH TEETH*



“

*Why should I feel lonely? Is not our planet in the Milky Way?*

—Henry David Thoreau, *Walden*, 1854



YOUR  
STORY  
CAN  
CHANGE  
SOMEONE  
ELSE'S.



**ADDICTION IS HOPELESS WITHOUT YOU**

Share your story of recovery or message of hope with someone who needs to hear it. Visit [drugfree.org](http://drugfree.org) and join the "Stories of Hope" community.









FOR THE BEACH OR THE BEDSIDE TABLE,

# Summer Reading

HERE ARE SOME OF THE HOTTEST BOOKS OF THE HOTTEST MONTHS

## Harper Lee's second success

HER NEW NOVEL, OUT  
JULY 14, IS ALREADY A HIT

BY LEV GROSSMAN

HARPER LEE IS FAMOUS AS the author of *To Kill a Mockingbird*, which since it appeared in 1960 has sold over 40 million copies and been voted, in a survey by *Library Journal*, the most influential novel of the 20th century. It was the first novel Lee published, but it wasn't the first one she wrote. That was *Go Set a Watchman*, which she wrote in the mid-1950s in a cold-water flat in New York City while working as an airline reservationist. At the time, her editor suggested that she shelve it and write about the childhood of the book's hero, Jean Louise Finch, nicknamed Scout.

She did. *To Kill a Mockingbird* was the result. Lee, and for that matter her editor, would probably have been bemused by what lay in store for *Go Set a Watchman*, if they'd known: it's finally appearing in print this summer, 55 years after its prequel, and has become the most



preordered book in its publisher's history.

The actual contents of the book have been kept deliberately secret, but we do know that it's about Scout as an adult visiting her father Atticus and dealing with "issues both personal and political, involving Atticus, society, and the small Alabama town that shaped her." It's the answer to a question we never thought would get answered: What ever happened to that precocious, inquisitive child, Scout Finch?

But maybe the more important question is, What

can a rejected manuscript from the 1950s have to say about the world in 2015?

A lot, probably. If *To Kill a Mockingbird* was a book about judgment, and the importance of not rushing to it, then not much has changed: *Go Set a Watchman* has already been reviewed 192 times on Goodreads, even though no one has actually read it. But more to the point, *Go Set a Watchman* is being published in a country where the bigotry and racial violence Lee wrote about in *Mockingbird* have still not been rooted out. Not even close. We need Finches in 2015 as much as we ever did.



# A nation of books

TRANSPORT YOURSELF ACROSS THE COUNTRY WITH YARNS FROM SEVEN STATES

BY DANIEL D'ADDARIO



## MAINE

Forget "Vacationland": Ann Beattie's short-story collection **The State We're In** proves her subtle, dark mastery.



## MONTANA

The Nez Percé War comes in for a brilliant (1,376 pages!) examination in William T. Vollmann's **The Dying Grass**.



## CALIFORNIA

Michael Hiltzik goes behind the laboratory revolution that brought us modern warfare in **Big Science**.



## TEXAS

From Today to yesterday: forecaster Al Roker recounts 1900's Galveston hurricane in **The Storm of the Century**.



## HAWAII

William Finnegan's life story, **Barbarian Days**, includes years of youthful surfing in the Pacific.



## NORTH CAROLINA

Pulitzer winner David McCullough returns with **The Wright Brothers**, the Kitty Hawk boys.



## NEW YORK

Stephanie Clifford's **Everybody Rise** is a Manhattan-set class satire with the bite to satisfy postrecession readers.



## Xtra credit

### GRAFTING GRAFTON ONTO SUMMER'S TOP TITLES

Sue Grafton's 24th "alphabet" mystery breaks with tradition. The novelist known for *A Is for Alibi*, *B Is for Burglar* and so on is releasing X this summer—just plain X. We've Graftonized a few summer reads to prove there are some X words worth placing in your book's title. —D.D.

### X IS FOR XAMINED

Tracy Daugherty puts writer Joan Didion under the microscope with the biography **The Last Love Song**.

### X IS FOR XLVII

The posthumously released **What Pet Should I Get?** is kid-lit bard Dr. Seuss's 47th children's book.



### X IS FOR XY

With **Grey**, E.L. James retells her *Fifty Shades* story from the masculine perspective.

### X IS FOR XISTENTIAL

Unbearably light scribe Milan Kundera welcomes you to **The Festival of Insignificance**. Czech-mate.





## # have KINDLE will TRAVEL

@ANASBARROS, ISTANBUL | Amazon asked me to take the Kindle Paperwhite on my next trip. I found my way up to the rooftops to read *Kafka on the Shore*—it's a book I keep coming back to. Because, like this beautiful city, it means something new each time I visit.

Follow more journeys on Instagram @AMAZONKINDLE



kindle

amazon





# A feast of words

THIS SEASON'S COOKBOOKS OFFER TASTY TREATS

BY SARAH BEGLEY

Summer brings with it delectable produce and ideal weather for outdoor dining—and a crop of new cookbooks makes the most of both. Among the best are a comprehensive guide to barbecue, a picnicking how-to and a different kind of celebrity memoir. Read and eat up.

## AUDREY AT HOME

Audrey Hepburn's son Luca Dotti shows off his mother's domestic side in this memoir that's two parts narrative, one part recipes.

## STUFFED TOMATOES

4 vine-ripe tomatoes

Salt

½ clove garlic, finely chopped

4 tbsp. extra-virgin olive oil, plus more for baking

4 tsp. finely chopped basil leaves

4 tsp. finely chopped parsley leaves

½ cup rice (the Vialone Nano variety is best)

Freshly ground black pepper

6 russet potatoes (about 2½ lb.), peeled and cut into wedges

1. Cut off the caps of the tomatoes and save the "hats" for later. Scoop out the tomatoes, reserving the pulp. Lightly salt the inside and place them on a rack to drain, cut side down. Combine the pulp with the garlic, 2 tbsp. olive oil, the basil and the parsley in a large bowl. Cook the rice in abundant boiling, salted water and drain it when it is still al dente. Add the rice to the pulp mixture, season with salt and pepper, and stir to combine. Let sit at room temperature for at least 1 hour.

2. Preheat the oven to 400°F.

3. Stuff the tomatoes with the rice–tomato pulp mixture. Carefully place the stuffed tomatoes in a baking dish, accompanied by the potato wedges. Drizzle the tomatoes and potatoes with oil. Bake in the oven for approximately 1 hour. Cool before serving.

STUFFED TOMATOES: EXCERPTED FROM AUDREY AT HOME, BY LUCA DOTTI (HARPER DESIGN), COPYRIGHT © 2015



## VAN LEEUWEN ARTISAN ICE CREAM

The owners of the New York City shop of the same name share their secrets for frozen delights.

## CANTALOUPE SORBET

1 2-lb. cantaloupe

½ cup sugar

1½ tsp. fresh lime juice

1 tsp. finely grated lime zest

Pinch of kosher salt

1. Place the cantaloupe, sugar, lime juice, lime zest and salt in a blender and puree until smooth. Transfer the sorbet base to a quart-size container, cover and refrigerate until fully cold, about 3 hours.

2. Pour the chilled sorbet base into an ice cream maker and freeze according

to the manufacturer's instructions. Place the container in which you refrigerated the sorbet base in the freezer, so you can use it to store the finished sorbet. Churn the sorbet until it resembles Italian ice. Transfer the sorbet to the chilled storage container and freeze until hardened to your desired consistency. The sorbet will keep, frozen, for up to 7 days.

CANTALOUPE SORBET: EXCERPTED FROM VAN LEEUWEN, BY LAURA O'NEILL, BEN VAN LEEUWEN AND PETE VAN LEEUWEN (ECCO BOOKS), COPYRIGHT © 2015







## DANTE'S POTATO SALAD

This potato salad was a staple at my grandparents' house. In the summertime, my grandfather Dante would make a batch of it every week. It's certainly in the style of German potato salad, but he added olive oil as a nod to his Italian roots. My version of the recipe, with the addition of grainy mustard, nudges it back toward Germany.

MAKES 6 TO 10 SERVINGS

1½ cups French fries  
olive oil  
1 large Spanish onion, sliced  
4 pounds Yukon Gold or other waxy potatoes  
Kosher salt and freshly ground black pepper  
2 tablespoons whole-grain mustard  
1 cup white vinegar  
1 teaspoon capers, piquant  
2 tablespoons chopped chives

1. In a large skillet, heat 1 tablespoon of the olive oil over medium heat. Add the onion and cook, stirring frequently, until translucent and crisp-tender (you don't want the onion to be completely soft), about 5 minutes. If the onion begins to brown, lower the heat. Transfer to a bowl and set aside.
2. In a large saucepan, cover the potatoes with water by 1 inch and add a large pinch of salt. Bring the water to a boil, reduce the heat to a simmer, and cook until the potatoes are tender, about 25 minutes. Drain the potatoes and transfer to a cutting board.
3. Meanwhile, in a bowl, whisk together the mustard, vinegar, and capers. Slowly whisk in the remaining ½ cup olive oil. Season the vinaigrette to taste with salt and pepper.
4. When the potatoes are cool enough to handle, cut into ½-inch dice.
5. In a bowl, toss the warm potatoes and reserved onions with the vinaigrette. Add the chives, season with salt and pepper, and toss again. The potato salad can be served immediately or refrigerated for up to 1 day.

## FEEDING THE FIRE

Chef Joe Carroll, who owns several Brooklyn and Philadelphia BBQ joints, brings his expertise to a grill guide that features everything from basics like pulled pork to more delicate fare like mackerel.



**BEVERLY JOHNSON**  
Author of *The Face That Changed It All*

**The Self-Made Billionaire Effect**  
by John Sviokla and Mitch Cohen



## THE PICNIC

Marnie Hanel, Andrea Slonecker and Jen Stevenson teach tricks for alfresco eating.

## TRICOLORE CRUDITÉS

Select mouthwatering, exciting produce: Romanesco broccoli (steamed for 3 minutes, then shocked in an ice bath), breakfast radishes and sweet snap peas. Spoon into a clear jar (which will also function as your serving dish) in enticing layers of contrasting colors.



## THE HOMEMADE VEGAN PANTRY

Store-bought vegan foods are often processed to compensate for nonvegan ingredients, but as chef Miyoko Schinner argues, it's easy to make tasty staples at home, from eggless mayo to pancake mix.



**GARY HART**  
Author of *The Republic of Conscience*

Richard Flanagan's **The Narrow Road to the Deep North**, Kamel Daoud's **The Meursault Investigation** and John Milton's **Paradise Lost**



**NEAL STEPHENSON**  
Author of *Seveneves*

Austin Grossman's **Crooked** and Nicole Galland's **Stepdog: A Novel**



# Presidents unto themselves

THE FORCES THAT DROVE THREE HISTORIC MEN

BY MICHAEL DUFFY

HOW SELF-AWARE ARE the great men of history? That's the fascinating question at the heart of Evan Thomas' new book on Richard Nixon—*Being Nixon: A Man Divided*—and it hovers around two other books on Presidents that are out this summer, one by Jimmy Carter and another about Ronald Reagan. These three men dominated the nation's political conversations for two decades starting in the late 1960s. Did they know their own strengths and weaknesses? Does it even matter?

If you can read only one, Thomas' *Being Nixon* is the smart pick. Here in one sharp and briskly written volume is what you really want to know about the great and horrible 37th President: How could someone so wise about the world be so utterly clueless about himself?

The answer, Thomas believes, is that Nixon was, at his core, someone who felt he could overcome unfair disadvantages of birth only by hard work, long innings and breaking the rules. Though Thomas finds much to admire in Nixon's broad domestic agenda, one that included everything from billions for the environment to an all-volunteer army, he is revealed in Thomas' hands as awkward, striving, victimized and alone—strange habits for a man who opted for such a public life, and traits that carried the seeds of his destruction.

Being Nixon meant wrestling between his light and dark sides: he disliked private confrontation as much as he seemed to seek it in public; he often made lists of attributes he wanted the voters to see, but struggled to convey them beyond his legal pads. Thomas uncovers a man with an almost constant desire to be alone—not only at moments of national crisis but also at family holidays and feasts. He would slip off to his hideaways and crank up Rachmaninoff or Richard Rodgers, sometimes avoiding human contact. He resurrected LBJ's White House taping system so historians would credit him (rather than Henry Kissinger) for his brilliant opening to China, among other gambits, and yet the transcripts are cited most often now for his profanity.

Thomas takes us into long-locked rooms and shows us around. Most interesting: the complex marriage between Pat and Dick. Private about all things, Patricia Ryan of Artesia, Calif., pushed the young man from nearby Whittier from the

start, righted him when he stumbled and worked overtime to protect Julie and Tricia from the waves of criticism that often followed their father. When Nixon nearly dropped out of politics after (mostly bogus) allegations of a secret slush fund in the 1952 presidential race, it was Pat who nudged him back into the ring. That was not an easy fate: during the nationally televised "Checkers" speech that saved him, she sat onstage, Thomas writes, looking "noble, exposed, tragic, and stricken." Plastic Pat she wasn't. No wonder the usually stoic Nixon fell apart at her funeral 40 years later.

Nixon, Thomas concludes, fought a lifelong battle with forces much darker than communism or his political rivals: his own worst instincts. Did Nixon know what lurked in his soul? "No," Nixon aide Brent Scowcroft told Thomas, "but sometimes I think he took a peek."

JIMMY CARTER HAS written, or co-written, 29 books since leaving the White House. Some, like *An Hour Before Daylight*, are excellent; others less so. His latest, *A Full Life: Reflections at Ninety*, falls in the second category chiefly because it re-covers so much familiar ground about his presidency and the peanut

farming that came before it.

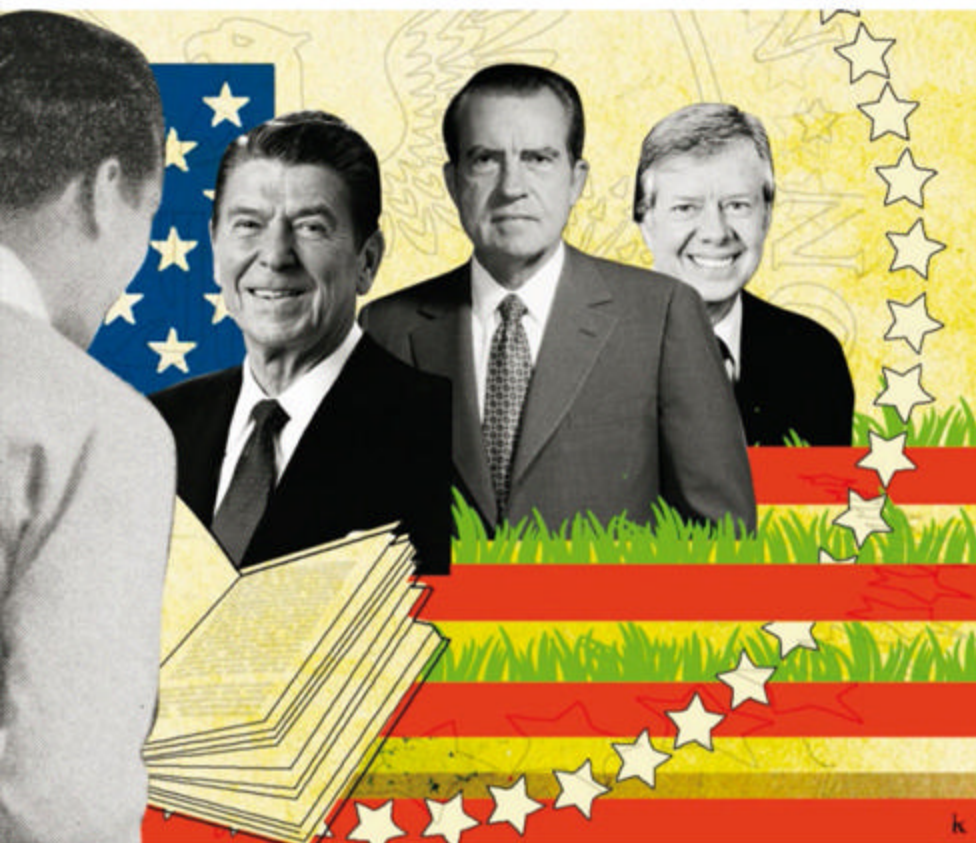
Carter has been a former President for 34 years now, a record in U.S. history. He has done more with that time than most of us could do in several lifetimes (and he has made it harder for every man who came after him to be a great ex-President). But *A Full Life* is a reminder that the human memory is selective, and that's especially true of former Commanders in Chief. Though they became close friends and partners, Carter barely mentions Gerald Ford in the section on his relationships with the men who followed him into the White House. At the same time, Carter claims to have worked most closely with George H.W. Bush and his Secretary of State, James Baker. That is certainly not how those two



PRESIDENTS: GETTY IMAGES (3)

*Did they know their own strengths and weaknesses? Does it even matter?*





men recall the experience.

A *Full Life* offers a few new insights: Carter and his wife Rosalynn quarreled about whether to go back to rural Georgia after his father died in the 1950s. There are some remarkable anecdotes about his stints as a door-to-door Baptist missionary in the 1960s. Otherwise, *A Full Life* reads in places like one of those catch-up letters you get from long-lost friends at Christmas.

RONALD REAGAN IS AN ALMOST impossible quarry for a writer; dozens of authors have tried to capture him on the page, but the hero usually escapes, lost again to history. In his new book, *Reagan: The Life*, historian H.W. Brands doesn't waste time trying to explain who Reagan was or what made him tick. Instead

he relies on public speeches and press conferences to get at what Reagan believed and how those appearances inspired, and eventually changed, a nation. That's a useful service in an age when strong leadership can be hard to find.

But it makes the book something of a collection of speeches. Writing in short, to-the-point chapters (114 of them), Brands is best in describing the single-minded focus Reagan attached to reaching an agreement with Mikhail Gorbachev to reduce nuclear weapons while preserving the idea of space-based defensive weapons. This was, most of his former aides now agree, what Reagan cared about most. But that focus in part led Reagan

to ignore what was going on elsewhere in the White House. Brands' rendering of the Iran-*contra* debacle in late 1986 is a devastating decline-and-fall yarn.

Brands, who has written biographies of Andrew Jackson and Ulysses Grant, compares Reagan to Franklin Roosevelt, who remade American politics in the first half of the 20th century much as Reagan redefined the second. And if he comes away uncertain about who Reagan really was, Brands argues that it doesn't much matter. "He was not a warm person, but he seemed to be, which in politics is more important," he writes. "Many people loathed his policies, but almost no one disliked him." That's a gift neither Nixon nor Carter could claim.

## Authors' book picks for vacation



**JANE SMILEY**  
Author of  
*Some Luck*

Victoria Glendinning's **Anthony Trollope**—in bed, on planes and at the barn while my horse gallops around



**KEVIN KWAN**  
Author of *China Rich Girlfriend*

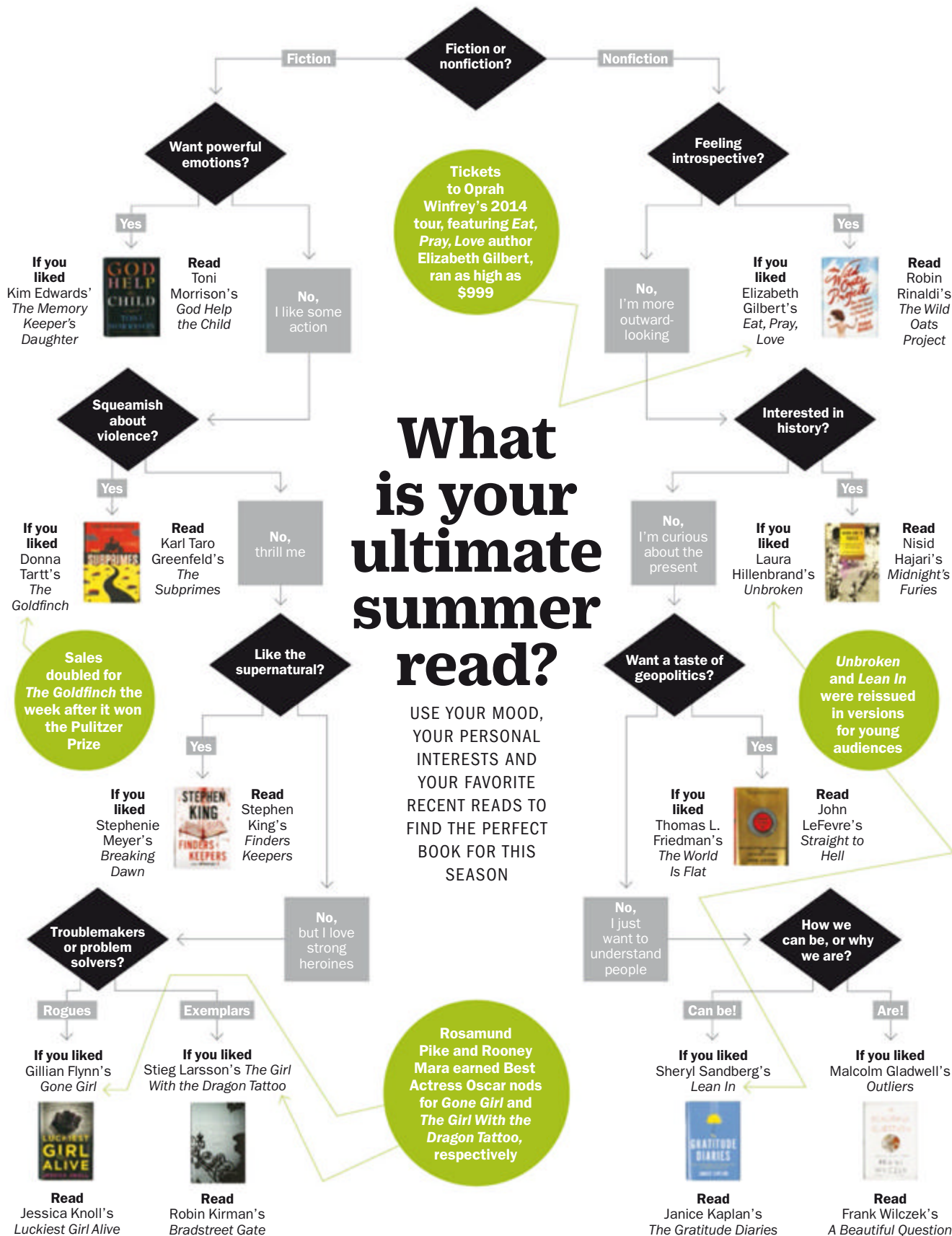
Willa Cather's **Death Comes for the Archbishop**—on a beach in the Philippines during my Asia book tour



**WEDNESDAY MARTIN**  
Author of  
*Primates of Park Avenue*

**The Knockoff** by Lucy Sykes and Jo Piazza and a galley of Marisa Acocella Marchetto's new graphic novel, **Ann Tenna**—in the Hamptons

START HERE







THE AMATEUR

## For my own style of She Shed, I'll take a little more vodka and a little less gingerbread trim

By Kristin van Ogtrop

IT IS A TRUTH UNIVERSALLY ACKNOWLEDGED THAT A woman in possession of three boys, two dogs and a husband who never turns off the TV must be in want of a She Shed.

What's a She Shed, you wonder? Just ask Pinterest, which we can simultaneously applaud and blame for bringing this trend into perfect, peppy, inferiority-producing focus. According to the site, a She Shed is a structure in the backyard where a woman can escape the countless demands of her life and find her true self again. It's "the new man cave!"

But the more pictures I see of She Sheds, the more they scare me. If this is a woman's answer to a man cave, then I'd rather be a man. Gone are the foosball tables, the beer on tap, the elaborate sound systems and exercise equipment. Instead women get shingle siding, lavender paint, window boxes, lace curtains and an abundance of gingerbread trim. These decorative signposts are all fine in isolation. But cram them together and throw a glue-gun-fueled scrapbooking project on top and the result is a gigantic estrogen explosion. Just imagine a Nancy Meyers movie with Beatrix Potter doing the set design. We might as well force those with a Y chromosome to move to another continent.

Which I'll admit can be an appealing thought if, like me, you are the mother of three boys. I have a dear friend whose therapist once told him that he starts fires just so he can put them out. I have a similar problem in that I keep having boys and then just want to get away from them. Why? They need me too much. When I was a new mother, I believed that my boys would seek me out for my unique life wisdom and deep insight into the really important things (if a bird in the hand is worth two in the bush; whether virtue is its own reward; why women never get tired of the six-hour *Pride and Prejudice* starring Colin Firth). But no, my boys need me, and me alone, to find the crapola they have scattered all over the house.

**I THINK** *What to Expect When You're Expecting* should stop devoting so much attention to labor and delivery (after all, they are fairly brief episodes in the grand scheme of things) and issue an updated edition with a chapter titled "Things Your Children Will Never Be Able to Locate Without Your Help (and Yes, Those Things Are Probably Upstairs)." I, for one, would have been much more prepared for the joys of motherhood if I had read such a chapter when I was pregnant. Instead I greet each day with the vague panic of not knowing when I am going to have to produce a missing shin guard with only three minutes' notice because the soccer game actually starts half an hour earlier than Dad thought. It's like waking up every day in the same movie, filled with hidden predators. If the audience knows when they're going to pop out and scare the heck out of me, it's not saying.

Which brings me to my latest invention: Mom's Little Panic Room™. Perfect for the woman who doesn't have time for window boxes and hates gingerbread trim but still needs



an impenetrable escape from the terrifying demands placed on her by disorganized children. I'm pretty sure this is a product that's going to catch on. Imagine a Kevlar-reinforced bunker with its own communication system and a special hatch in the roof for the delivery of everyday essentials such as sleeping masks and vodka gimlets. Instead of scrapbooking supplies, Mom's Little Panic Room™ will have custom cubbies well stocked with all the things that are constantly going missing in the average American household because no one (read: children, husbands) puts them back where they belong—nail clippers, flashlights, Scotch tape, AA batteries and pens with caps.

Clever mothers everywhere understand that laziness nearly always trumps need when it comes to missing shin guards—which means if a child is forced to walk all the way outside and penetrate Mom's Little Panic Room™ in order to get help, well, chances are he can find that shin guard on his own. No more learned helplessness—and plenty of time for Mom to watch all six hours of *Pride and Prejudice*. Straight through!

Now all I need is someone to fund my idea. I'm imagining a disorganized young tech entrepreneur who needs a surrogate mother. Oh, and someone to find the keys to his Tesla.

*Van Ogtrop is the managing editor of Real Simple*

# Do you vote your lifestyle?

ONLY YOU CAN REALLY KNOW FOR SURE. BUT LET THIS FOLDING QUIZ HELP YOU GET CLOSER TO THE ANSWER

## HOW TO USE THIS “PRINTERACTIVE”

On the following two pages, you'll see something a little unusual for a magazine: an interactive quiz in which you fold the page to get information about the political leanings of your shopping habits and taste in pets. This quiz is based on data available at [time.com/shoppolitics](http://time.com/shoppolitics).

**1**

Carefully tear out the facing page and place it on a flat surface.



**2**

You'll see a circle that is half-red, half-blue. This will update as you fold, becoming more red or blue. To start, fold the lower right corner up to the dark line.



**3**

The first question asks you to fold along line A or B. Let's say you choose A: fold the page and align the edges of the circle on the other side with the circle in the center.



**4**

This will change the composition of the circle and reveal a new question with another set of lines to fold along.



**5** Keep going until you see DONE!

## ABOUT THE QUESTIONS

While this quiz is less than scientific, the questions are based on data and research about how consumers' preferences align with their politics. Many people are exceptions to the rule. But over large samples, for example, conservatives do show a stronger preference than liberals for dogs—and so forth.



When you see this, you're ...

**DONE!**

**As you fold,  
this circle will get  
more red or blue**

**To START**, fold the bottom right corner up to the solid black line along this crease

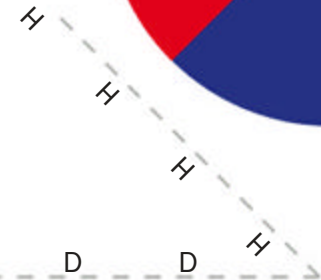
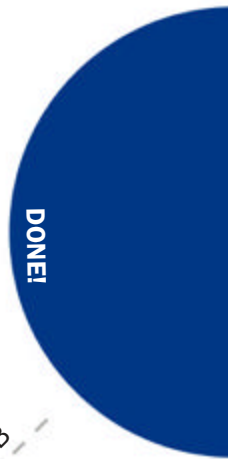
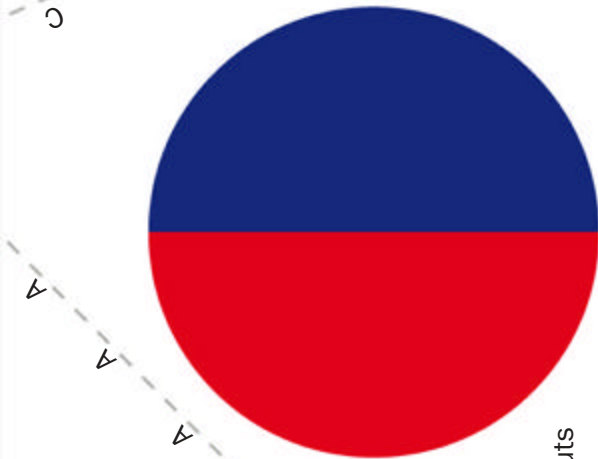
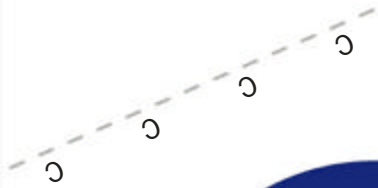
**I like:**  
**B:** Action movies  
**D:** Documentaries

I'd sooner shop at:  
G: Kroger  
E: Safeway

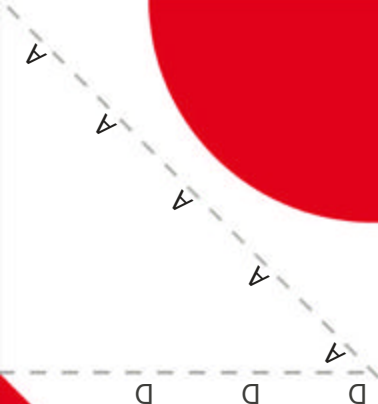


NOTHING TO SEE  
HERE! PLEASE SEE  
OTHER SIDE

I'd rather have a:  
C: Dog  
H: Cat

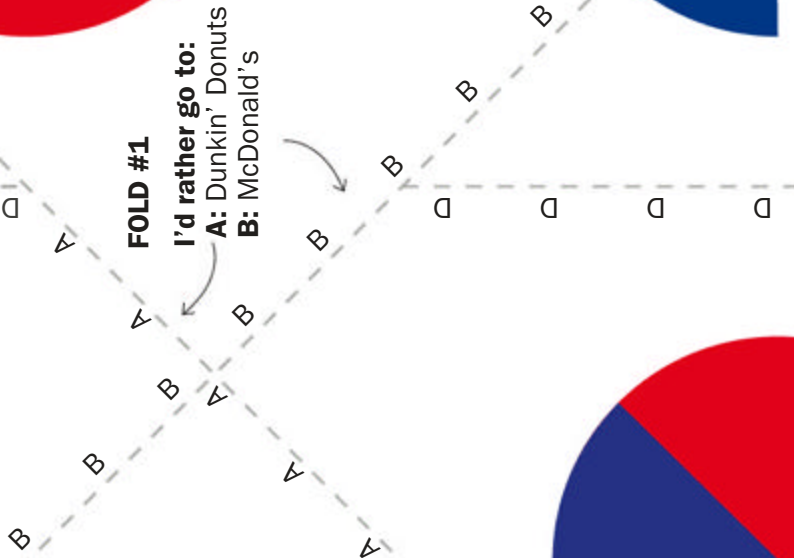


I prefer:  
C: J.C. Penney  
D: American Apparel



FOLD #1

I'd rather go to:  
A: Dunkin' Donuts  
B: McDonald's







America is about to rediscover a land of enchantment.

**Let TIME be your guide.**



**American  
Red Cross**

100 days of  
*SUMMER*  
100 days of  
hope

#ChooseYourDay

Summer is the season we wait for. It's the season full of fun in the sun - from baseball to barbeques, camping to road trips, and everything in between. Summer offers more than 100 days to make a difference.

Every two seconds, someone will need blood. The simple act of donating blood or platelets can have a big impact, and give someone the lifesaving gift to enjoy this summer and many seasons to come.

Before your summer calendar fills up, #ChooseYourDay to clear some time, make an appointment to donate blood and help save lives.

**Scheduling a blood donation is easy.  
Just call, click or search today.**

1-800-RED CROSS

[redcrossblood.org](http://redcrossblood.org)

Download the Blood Donor App

